

NIETF Board of Directors Meeting
May 16, 2021
6:30 pm via Zoom

Attendance: M. Byerly, B. Leonard-White, T. Slatton, A. Heid, M. Reister, A. Lowe, K. Rasala, J. Jascoviak

Approval of April 2021 Minutes **Motion** A. Lowe, 2nd J. Jascoviak. Approved.

Treasurer's Report **Motion** M. Reister, 2nd K. Rasala. Approved.

- \$15,576 in bank, though still need to return COVID loan; true balance is \$10k lower
- Awaiting promised \$500 from VTC to go towards the scholarship
- Monthly obligations have been met (insurance, storage, etc.)
- Purchases have been made of domain name for our theatre festival
- Installment payment made to NWI.Life websites under agreed marketing plan
- Ticket disbursements made to Genesis; need to send check to Beatniks for ticket sales

New Business

NIETF Storage Unit

- Received notice from storage that unit is doubling in cost at current storage unit starting next month. B. Jascoviak is going to solicit other storage prospects, as the invoice was just received.

Old Business

Park Plays

- Munster Centennial Park
 - July 15 - Gary Shakespeare
 - July 22 - Seedlings Theatre Company
- Bulldog Park in Crown Point
 - July 24 - Seedlings Theatre Company
- Indiana Dunes State Park
 - July 29 - Seedlings Theatre Company
- Additional dates for IDSP and CP being discussed by Improductions
- Invite others?
- Propose that the IDSP performances retain the \$100 to organization for the performance; other locations have no restrictions on publicity/concessions/solicitations, but IDSP does not allow
 - **Motion** to direct \$500 to a line item for IDSP Park Plays performances this year.
Motion M. Reister, 2nd A. Heid. Approved.

Theatre Festival

- June 11-20, 2021 - virtual at www.thirdcoasttheatrefest.org

- \$50 ticket divided amongst participating theatres and NIETF (\$5 each/ticket sold to each participating theatre)
 - Link good for all performances; being taken on honor system per household
 - ImProductions have specific times for specific streaming
 - Genesis VideoGamepalooza has a limited number of dates availability
 - Need to follow up with some theatres on links and shows for upload

“All Together Now” participation vote

- MTI show of revues royalty-free one weekend in November; details available for review at <https://www.mtishows.com/mtis-all-together-now>
- Have NIETF do it as a regional fundraiser for all of our theatres
- Favoring a hybrid model (in-person and streaming), but would need a location
- L. Bouman has offered to co-direct the show
- **Motion** to assemble a planning committee and book the show rights when they become available, empowering the committee to have artistic, creative, and scheduling powers needed to implement and market as a cooperative fundraiser, with the caveat that any production costs would need to have additional board approval. Motion T. Slatton, 2nd K. Rasala. Approved.

Task Force Assignments:

- Viewing
- Gala, October 23, Porter County Expo Center - Angela Heid
- All Together Now (Nov 12-15)
- Third Coast Theatre Fest, April or June 2022 - BLW

Member Theatre and Viewer Meeting Follow up on Viewing

- Goal tonight is to determine consensus moving forward and questions needed on survey for theatres, individual members, viewers, and public
 - Identity question -- should we be more a financial and marketing entity, or continue to focus primarily on the awards?
 - If we do keep the viewing, need to find a way that more people feel that it is more objective?
 - Public image of value of our organization IS the awards at this time
 - Proposal 1: NIETF ends viewing -- theatre stay? Actors and techs still participate?
 - Proposal 2: Leave things as they are, and step back from fundraising
 - Proposal 3: Work viewing off of a rubric and have percentage statement come out from the viewers; recognize all elements which come out above a certain threshold, and announce through a special event or announcement
 - Is there a better way for us to build community? What kind of event would people attend to interact with each other in the theatrical community?
 - Increase cost of membership for viewed theatres, in order to pay outside people to view, though would need a minimum number of theatres participating in competitive evaluative membership

Scholarship Update

- Voting declared closed, as board has had a month to respond. Recipient determined to be Chris Peters, pending confirmation from student.

Open Floor

- If a video is available of shows from pre-covid, the courtesy may be extended to potentially make it available to viewers to refresh memory due to the extended period of time which has passed