



CAPCA BOARD OF DIRECTORS MEETING
December 7, 2013
Grove Park Inn
Asheville, North Carolina

The CAPCA Board of Directors met at the Grove Park Inn in Asheville, North Carolina on December 7, 2013. The meeting was called to order by President Sheila Holman at 1:00 p.m. The following were present at the meeting.

<u>Board Members:</u>	<u>Role:</u>	<u>Present</u>	<u>Absent</u>
Sheila Holman	President	X	
Randy Taylor	Vice President/Program Director	X	
Renee Shealy	Treasurer	X	
Beth Partlow	Secretary	X	
Duane Mummert	2 nd Year Director		X
Dale Overcash	2 nd Year Director	X	
Ross Smith	1 st Year Director	X	
Barbara Dankmyer	1 st Year Director		X
Mark Hawes	Past President	X	
<u>Staff Members:</u>			
Ann Daniel	Executive Secretary	X	
Connie McElroy-Bacon	Conference Coordinator	X	
<u>CAPCA Committee Members</u>			
<u>Committee Represented</u>			
Rich Weber	Finance	X	
Carl Burrell	Planning/Arrangements/Events	X	
Max Justice	Governance	X	
Penny Mahoney	Membership and Marketing	X	
<u>Guests</u>			
Bill Lane	1 st Year Director for 2014	X	
Myra Reese	1 st Year Director for 2014	(by phone)	

I. President's Comments (*Sheila Holman*)

- (a) Board members signed Conflict of Interest and Whistleblower Policies and Confidentiality Agreements. Treasurer Rich Weber maintains copies for the signed Conflict of Interest and Whistleblower Policies, and Confidentiality Agreements were given to incoming President Randy Taylor for his signature. President Holman distributed copies of the Confidentiality Agreement to keep in each Director's manual.
- (b) President Holman described the proposed 2020 contract with the Hilton Hotel. Dale Overcash, seconded by Ross Smith, moved that the contract be approved. All members voted in favor.

II. Secretary's Report (*Beth Partlow*)

Beth Partlow distributed the meeting minutes from the October 16 and 18, 2013, Board meetings. Dale Overcash, seconded by Randy Taylor, made a motion to approve the corrected minutes. All members voted in favor of approval.

III. Treasurer's Report (*Renee Shealy*)

- (a) Renee Shealy reported that the bank balance following payment of all bills from the fall conference compares favorably with 2012. Renee recommended that the Board approve an independent audit of CAPCA's financial records in 2014; the last audit was in 2010. Renee further recommended that Eve McCoy perform the audit and continue to prepare CAPCA's tax return. Beth Partlow, seconded by Randy Taylor, moved that the Board authorize the expenditure of up to \$6300 for the tax return and audit. All members voted in favor.
- (b) Rich Weber presented copies of the 2014 proposed CAPCA budget with a comparison to actual expenditures in 2013. The Board discussed adjustments that would be needed to cover expenses associated with the 45th anniversary celebrations in 2014.
- (c) Penny Mahoney presented the Membership and Marketing Committee's ideas for the 45th anniversary celebration at the spring and fall meetings. Randy Taylor, seconded by Mark Hawes, moved to authorized spending \$30,000 for anniversary events, including an appearance by James Gregory, a "game show" night, and upgraded food and gifts.
- (d) The Board discussed how to handle the fee assessed by Eventbrite for online registrations. Dale Overcash, seconded by Mark Hawes, moved to allow Eventbrite to add the convenience fee to vendor registrations online. All members voted in favor.
- (e) Connie McElroy-Bacon proposed that the Board discontinue dedicated telephone, fax, and internet service for the CAPCA Executive Secretary, which currently cost about \$155.00 per month plus long distance charges,

and instead reimburse the Executive Secretary a portion of her personal charges for these services. Renee Shealy, seconded by Randy Taylor, moved to discontinue the dedicated CAPCA lines and to reimburse the Executive Secretary \$120 per month beginning January 1, 2014. All members voted in favor.

IV. Fall 2013 Conference (*Randy Taylor*)

- (a) Randy Taylor distributed the results of the meeting survey and noted that 34% of attendees responded to the survey. Randy also noted that 32% of attendees at the fall meeting were from industry.
- (b) The Board discussed adoption of a “retiree rate” for the conference. Randy Taylor, seconded by Dale Overcash, moved that a retiree rate be set at the same amount as the government rate. All members voted in favor.

V. Website Redesign Update (*Connie McElroy-Bacon*)

Connie reported that the new logo has been incorporated into the website. The new website will be more flexible and easier to update. A general layout should be available for Board review by the end of next week.

VI. Spring 2014 Conference

- (a) Randy Taylor reported that the program committee met today from 10 a.m. until 12 p.m. and developed a working list of topics. Randy is looking at apps that will allow attendees to see presentations on mobile devices. The program committee will hold a conference call in January to follow up on topics and presenters.
- (b) Contributors and Exhibitors: no update to report.
- (c) Registration: Connie and Ann are working on better signs so new attendees can locate the registration area at the Hilton.
- (d) Arrangements: The Board discussed the need to communicate to exhibitors that they may not schedule events at the same time as CAPCA-scheduled events. A statement to this effect will be added to the rules distributed to exhibitors. The Board also discussed a proposal by an exhibitor to offer training at the meeting location on the Tuesday before the start of the CAPCA meeting. The Board agreed that any advertising or communication about such training could not suggest that the training was sponsored or endorsed by CAPCA.

- (e) The Board discussed a business set and a glass with the CAPCA logo, although it was not clear where the logo could be placed on the business set. The Board will decide on the gift at the February meeting.

VII. Committee Updates

- (a) *Governance (Max Justice/Mark Hawes)*
Randy Taylor, seconded by Beth Partlow, moved to approve the expenditure of \$1800-\$2000 to perform an availability search and prepare and file an application to trademark the new logo. Max will outline for the Board the steps required to trademark the new logo.
- (b) *Membership and Marketing (Penny Mahoney)*
CAPCA will send an e-mail on behalf of AWMA with AWMA's request for session topics for AWMA's 2015 conference in Raleigh. We will also share with AWMA our topic list from the program planning meeting in October. Penny requested that each Board member send her at least two multiple choice questions that can be used for the game show on Thursday night.
- (c) President Holman distributed the proposed Committee assignments for 2014, a copy of which is attached to these minutes.

VIII. Other Business

Arrangements for the February meeting include two government rate rooms. We have 20 government rate rooms for the spring conference, and reservations for them must be made through Connie.

IX. Closed Board Meeting

The Board held a closed Board meeting to discuss personnel matters. Following the closed Board meeting, the Board took the following actions:

- (a) Mark Hawes, seconded by Dale Overcash, moved that the Board approve a bonus for our bookkeeper, Kristi Griggs. All members voted in favor.
- (b) Beth Partlow, seconded by Randy Taylor, moved that Penny Mahoney be appointed to fill the Board seat held by Barbara Dankmyer, who has resigned, until the next CAPCA business meeting. All members voted in favor.
- (c) Dale Overcash, seconded by Renee Shealy, moved to approve with a minor amendment the contract proposed by Connie McElroy-Bacon for 2014. All members voted in favor.

X. Future Board Meetings and Schedule

The next Board meeting will be held on February 8, 2014 at the Grove Park Inn. The Program Committee will meet at 10 a.m., followed by lunch and the Board meeting immediately thereafter.

XI. Adjourn

Mark Hawes, seconded by Randy Taylor, moved to adjourn. All members voted in favor. The meeting adjourned at 4:27 p.m.

Respectfully Submitted,

Elizabeth B. Partlow
Secretary