



CAPCA BOARD OF DIRECTORS MEETING
August 24, 2013
Hilton Hotel
Myrtle Beach, South Carolina

The CAPCA Board of Directors met at the Hilton Hotel in Myrtle Beach, South Carolina on August 24, 2013. The meeting was called to order by President Sheila Holman at 1:06 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	
Max Justice	Past President	X	
Penny Mahoney	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	
<u>Guests</u>			
None			

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

President Holman distributed the agenda.

- (a) Sheila reported that she had signed three overflow contracts with the Crowne Plaza in Asheville for the 2018-2020 spring meetings.

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

Beth Partlow distributed the meeting minutes from the June 15, 2013, Board meeting, and one correction was made. Ross Smith, seconded by Renee Shealy, made a motion to approve the corrected minutes. All members voted in favor of approval.

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

- (a) Renee Shealy distributed the most recent profit and loss statement. Because of recent security measures installed by the bank, she was unable to retrieve the bank balance; she will send that information electronically on Monday.
- (b) Rich Weber, Finance Committee chairman, reported that CAPCA's budget projections were on target. Income to date is 9% higher than projected, with expenses slightly lower. We did not have as many government registrants as we expected. Spring conference registration was up although fewer attendees preregistered. Rich plans to work on getting our profit and loss statements into QuickBooks format before the October meeting.
- (c) The Board discussed the refund policy, which allows registrants to cancel their registration with a \$50.00 fee. The \$50.00 fee covers costs charged by the bank and EventBrite. The Board agreed not to make changes to the refund policy.

IV. Fall 2013 Conference

- (a) Program update: Randy Taylor reported that the Program Committee met this morning, and most speakers are in place. Session chairs are to send session descriptions and names/titles of speakers to Randy by next Friday (August 30). We are planning to pilot a "join me" app during the fall conference.

- (b) Sponsors and Exhibitors: Ann Daniel reported that the McNair firm will again sponsor the lanyards. We now have 18 or 19 contributors and 38 exhibit spaces rented.
- (c) Registration: Connie McElroy-Bacon reported that we have 100 attendees preregistered. Sheila noted that several Board members had not received the Wednesday "Mad Mimi" announcement of the meeting.
- (d) Arrangements:
 - 1. Internet: Connie noted that we are still having problems with internet connectivity at the Hilton and encouraged attendees to let the Hilton know.
 - 2. Surveys: We are not planning changes to the survey forms.
 - 3. Other issues: Connie and Carl Burrell met with Christine, the convention manager at the Hilton. CAPCA can save \$5,000 on corkage by eliminating liquor at the fall meeting.

The board discussed whether a cash bar for liquor should be available. Renee Shealy, seconded by Ross Smith, moved that the meeting not include a cash bar.

In favor: Sheila Holman, Renee Shealy, Beth Partlow, Duane Mummert, Dale Overcash, Ross Smith, Barbara Dankmyer, Max Justice, and Penny Mahoney.

Opposed: Randy Taylor and Mark Hawes.

The Thursday night symposium will have a luau theme with a stiltwalker as entertainment. We will have vendor cards and prize drawings.

- (e) Gifts/Other: Connie reported that the stadium blanket we chose last year is not available with a screen print. Beth Partlow, seconded by Renee Shealy, moved that we approve a roll-up blanket as the fall gift.

In favor: Sheila Holman, Renee Shealy, Beth Partlow, Duane Mummert, Ross Smith, Barbara Dankmyer, Max Justice, and Penny Mahoney.

Opposed: Randy Taylor, Dale Overcash, and Mark Hawes.

V. Committee Updates

(a) Governance (*Max Justice/Mark Hawes*)

1. The illustrator will revise the Board's top two selections, after which the Board will hold a conference call to choose one. The question of whether to trademark the new logo was deferred to the October meeting.
2. Development of an app may be part of redesigning the CAPCA website. Individuals or vendors may make an app available for the CAPCA meeting, but may not use the CAPCA logo.
3. Max reported on CAPCA's insurance coverage. Max and Beth Partlow will draft a summary of coverage to be maintained as an attorney-client privileged document.

(b) Membership and Marketing (*Penny Mahoney*)

Penny reported that meeting information will be sent to industry groups that have agreed to provide a link to the CAPCA website. There has been no further contact with AWMA about the June 2015 conference. The committee is working on plans for the 45th anniversary celebration in 2014. For the spring meeting, the committee is considering a game show format Wednesday night and an "Off to the Races" theme for Thursday. For the fall meeting, the committee is considering dueling pianos or a comedy show for Wednesday, and a masquerade ball with a photo booth for Thursday.

(c) Finance and Sponsorship (*Rich Weber/Randy Taylor*) The committee had nothing new to report.

VI. Other business

The Board had no other business.

VII. Closed Board Meeting

The Board took no action during the closed board meeting.

VIII. Future Board Meetings and Schedule

The next Board meetings will be held October 16, 2013, at the Hilton beginning at 8:30 a.m. and October 18, 2013, immediately after lunch.

IX. Adjourn

Mark Hawes, seconded by Randy Taylor, moved to adjourn. All members voted in favor. The meeting adjourned at 3:25 p.m.

Respectfully Submitted,

Elizabeth B. Partlow
Secretary