



**CAPCA BOARD OF DIRECTORS MEETING
MINUTES**

December 9, 2017
Grove Park Inn, Asheville, NC

<u>Board Members</u>	<u>Role</u>	<u>Present</u>	<u>Absent</u>
Ross Smith	President	X	
Rich Weber	Vice President/Program Director	X	
Bill Lane	Treasurer	X	
Duane Mummert	Secretary	X	
Vacant	2 nd Year Director		X
Kevin Nesbitt	2 nd Year Director		X
Jessie King	1 st Year Director	X	
Melvin Stroble	1 st Year Director		X
Dale Overcash	Past President	X	
Mike Abraczinskas	1 st Year Director, elect	X	
Barbara Sease	1 st Year Director, elect	Phone	
<u>Staff Members</u>	<u>Role</u>		
Ann Daniel	Executive Secretary	Phone	
Connie McElroy-Bacon	Conference Coordinator	X	
Kristi Grigg	Accountant		X
Terry Bacic	Registration		X
<u>CAPCA Committee Members</u>	<u>Committee Represented</u>	<u>Present</u>	<u>Absent</u>
Carl Burrell	Marketing/Arrangements/Events		X
Max Justice	Governance	X	
Penny Mahoney	Membership & Marketing		X
Jenny Tang	YP / Members & Marketing	X	
Katlyn McIntosh	YP	X	
Randy Taylor	Marketing/Governance	X	
Beth Partlow	Marketing/Governance		X
Myra Reece	Finance/Program Planning	Phone	

I. President's Comments/Items (*Ross Smith*)

Call to Order – CAPCA Board of Directors meeting was called to order by President Smith at 12:42 p.m.

- a. Introductory Comments – Ross thanked all the board members for attending considering the inclement weather conditions.
- b. Welcome to New Board Members (Barbara Sease, Mike Abraczinskas) – Ross S. welcomed the new board members.
- c. Confidentiality Agreements, Whistleblower, and Conflict of Interest Policies for Board Members and Volunteers (*Dale Overcash*) – Delayed until February Board meeting due to inclement weather conditions preventing all board members from being present at the meeting.
- d. Survey Monkey Results (*Randy Taylor*) – Randy reviewed the Survey Monkey results with the board members. There were 121 respondents, which is lower than normal. The Board briefly discussed dwindling industry participation, but delayed until later in the meeting. Randy T. will filter industry responses and send to Rich W. and Penny M. Overall, there were no real issues and no one was not happy with the conference. The conference sessions had the highest average response since CAPCA started using Survey Monkey.

8% of YP and 20% overall thought the refrigerant session was excellent. The new question about changing one thing at CAPCA had two common answer themes. First do not change anything because there were good sessions at the last meeting. There were also recommendations for a big name key note speaker and the Program Committee is trying to work that into the program.

The second was the Board was encouraged to review foot traffic in the exhibitor hall. The Board discussed the changing dynamics that the spring meeting has higher attendance numbers and a waiting list for exhibitors, which is a reversal from past trends where the fall meetings had higher participation. The Board discussed that the exhibitors preferred the GPI conference arrangement where the exhibit hall is next door to the conference hall. Jessie K. asked if we could combine the exhibit hall and the conference hall in the Palisades building in Myrtle Beach. Connie M. confirmed that CAPCA could without affecting the contracts because we

were using the same space just using it differently. Connie M. suggested we do not give up the old conference space and use it as an option for dining space for inclement weather or a luncheon key note speaker. Ann confirmed we could fit 52 exhibitors in half of the existing space, which is the number of exhibitors at the last fall conference. Connie M. confirmed that the conference hall in this arrangement could hold 300 people, which is more than normally/historically attends each session. Exhibitor space could be set-up in the hallways as well. The Board asked Connie M. and Ann D. to further investigate this arrangement for the next fall meeting. The Board believed it was important to listen to the feedback CAPCA has been getting over the last several conferences and if it did not work out it could always be reversed. Ann D. also said we need to make a decision soon because some exhibitors book both conferences at the first of the year.

Duane M. mentioned that the Board needs to do a better job of encouraging the attendees to attend the activities in exhibitor hall. The board needs to sell the networking opportunities that makes CAPCA a unique conference.

Dale O. made a motion to combine the conference and exhibit hall into the Palisades building. Rich seconded the motion, the Board all voted in favor and the motion passed.

II. Secretary's Report (*Duane Mummert*)

- a. Review / Approval of Minutes from October 11 and 13, 2017, Board Meetings, and October 13, 2017, Annual Meeting – Duane reviewed the meeting minutes with the Board. Dale O. made a motion to approval all the minutes with minor typographical changes. Rich W. seconded the motion, the Board all voted in favor and the motion passed.

III. Treasurer's Report (*Bill Lane*)

- a. Review of Current Financial Status
 1. 2017 Actual vs Projected Budget – Bill L. reviewed the 2017 budget performance and noted that due to declining attendees and exhibitors there was \$16,000 shortfall vs. \$14,000 in budgeted income. Bill L. did note that there could be \$34,000 income carried over from credits given in 2016 due to the hurricane. Bill L. also noted that expenses were below budget and investment income was higher than expected and CAPCA remains in good financial standing for now.

2. 2018 Draft Budget – Bill L. reviewed a proposed 2018 budget based on lower participation levels. The budget will be reviewed again during the February board meeting once the 2017 fiscal year is closed.
- b. Dues and Fees for 2018 Meetings (registration and booth rental) – The Board decided to maintain current dues and fees with the possibility of increasing next year for the 50th anniversary conferences depending on participation rates in 2018.
- c. Approval of 2018 Budget Jessie K. made a motion to approve the provisional budget. Duane M. seconded the motion, the Board all voted in favor and the motion passed.

IV. Spring 2018 Conference *(Rich Weber)*

- a. Program (Duane Mummert) -- Rich W. proposed a new technical session (Air Quality Modeling 101: Chapter 1) available for a \$100 fee Wednesday morning before the conference begins. The technical session fees will cover a breakfast item and lunch expenses. The technical session will be limited to 40 participants and Dale O. will chair the session. The session will start at 9 a.m. and end at 11:30 a.m. as not to conflict with the YP luncheon. Rich W. made a motion to proceed with a technical session as outlined above. Bill L. seconded the motion, the Board all voted in favor and the motion passed.

Spring 2018 Session Topics include:

- Greenhouse Gases 101: The Science Behind It All
- Permitting Modifications and Renewals: A Practical Guide
- Regulatory Updates – EPA, SC and NC
- A New Scorecard – Air Quality Standards and Sustainability Goals
- Compliance Certifications & Pitfalls
- The Latest in Environmental Law
- EPA One Year Later

The Program Committee realized that CAPCA forgot to send out requests for abstracts for session topics. CAPCA did receive several topics for the 2017 fall conference and used one for a session. The Committee noted that this request needs to occur after the last conference so requests are available for the first Program Committee planning meeting and will discuss further at the February board meeting. CAPCA received one

unsolicited request for the spring conference but was unable to work it into the program.

- b. Registration (*Ann Daniel and Connie McElroy-Bacon*) – Connie M. reported that the Lanyon one year contract needed to be renewed and she would investigate what needs to be done.

Connie confirmed 40 more room blocks at the Grove Park Inn for Tuesday night for the technical session.

- c. Contributors / Exhibitors (*Ann Daniel and Connie McElroy-Bacon*) – See above.
- d. Arrangements (*Connie McElroy-Bacon*)
 - 1. Food and beverage costs update -- Connie M. reported a 3% increase in food and beverage per the contract.
 - 2. Parking/Internet – No changes
 - 3. Gifts / Other – Connie M. requested the Board send her gift ideas.

V. Committee Updates

- a. Governance (*Dale Overcash*) – Dale O. reported on the Governance Committee meeting on October 11, 2017. Dale O. reported that the document retention policy was finalized and there were three recommendations from the meeting.
 - 1. Return Treasurer to a 1 year obligation and include in the normal rotation. The Governance Committee felt that since several financial systems are well established and CAPCA has a working budget this change would not be hard to implement.
 - 2. Board Nominations – The existing Board members should provide 2-3 potential board members. Information needed is name and contact information, job type (industry regulatory, consultant, attorney) and employment state (NC/SC).
 - 3. All CAPCA contractors should be paid by direct deposit.
- b. Finance Committee (*Myra Reese, Bill Lane*) -- Bill L. reported that he e-mailed the Board the final 2017 external audit report and that there were no changes from the draft. Bill L. also reported that the Finance Committee will be completing an internal audit in 2018 and working on an on-line banking policy.

- c. Membership and Marketing Committee Update (*Penny Mahoney*) -- Connie M. reported that the M&M Committee had a couple calls to discuss the 70's Theme for the 2018 Spring Conference, 50th anniversary planning and dwindling industry participation rates.

The Board had a lengthy discussion on boosting industry participation and reviewed attendance numbers for the last five years. The Board did note the 2016 hurricane and 2017 spring Grove Park Inn plumbing issues may have adversely affected attendance and hopefully 2018 will be a better year to monitor attendance trends. The Board recognizes the concern and will continue this discussion at the February board meeting.

Rich W. asked the Board if we wanted a quote from a marketing firm, but the Board did not feel it was the right fit at this time.

Jessie K. asked about improving the program design by using color and glossy paper. Ann D. reported that CAPCA produces 425 programs per conference and Instant Printing discounted costs were \$1,200 per conference. The Board asked Ann D. to get updated pricing by the February Board meeting.

The Board also discussed a program sponsor and program and conference themes. "Where Air Quality Professionals Meet!" will be included on the program and all CAPCA e-mail correspondence. "Special: EPA One Year Later" the Program Committee decided to use as the Spring Conference theme. Jessie K. was going to investigate potential program sponsors.

- d. Young Professionals Committee Update (*Jenny Tang*) -- Jenny T. reported that they were looking to confirm a lawyer as the YP Luncheon speaker. Jenny T. was willing to post 4 conference notifications via LinkedIn but needed access to LinkedIn. The Board was okay with proceeding but was not sure who could grant access to the CAPCA LinkedIn account.

Jenny T. also reported that there would be a non-conference networking meeting in the Raleigh, NC area.

VI. Other Business

- a. ~~Survey Monkey Results~~ CAPCA App (*Randy Taylor*) -- Randy T. reported that there was a pricing change due to a new Apple requirement for apps. A CAPCA branded app would cost \$1,999 per event. However, a CAPCA app hosted in the Attendify app would cost \$999 per event. The Board did

not see any advantage to a branded CAPCA app with the additional costs so they gave Randy T. permission to move forward with the Attendify app.

- b. Marketing to vendors (*Kevin Nesbitt*) – Kevin N. was unable to attend so the Board tabled this issue until the February Board meeting.
- c. Board meeting dates in 2018

February 10, 2018 – Grove Park Inn
June 16, 2018 – Myrtle Beach
August 4, 2018 – Myrtle Beach
December 8, 2018 – Grove Park Inn

Conference Dates
April 11-13, 2018
October 24-26, 2018

VII. Closed Board Meeting

The Board did hold a closed meeting to discuss routine end of the year business.

VIII. Future Board Meeting & Schedule

- a. The next Board meeting will be February 10, 2018 at the Grove Park Inn in Asheville.

IX. Adjourn

Bill L. made a motion to adjourn the meeting at 3:45 p.m. Rich W. seconded the motion, the Board all voted in favor and the motion passed.