



CAPCA BOARD OF DIRECTORS MEETING

August 9, 2014

Myrtle Beach, South Carolina

The CAPCA Board of Directors met at the Hilton Hotel in Myrtle Beach, South Carolina on August 9, 2014 for a scheduled 1 PM meeting. The meeting was called to order by President Randy Taylor at 12:57 PM. The following were present at the meeting.

<u>Board Members</u>	<u>Role</u>	<u>Present</u>	<u>Absent</u>
Randy Taylor	President	X	
Beth Partlow	Vice President/Program Director	X	
Rich Weber	Treasurer	X	
Dale Overcash	Secretary	X	
Ross Smith	2 <sup>nd</sup> Year Director	X	
Penny Mahoney	2 <sup>nd</sup> Year Director	X	
Myra Reece	1 <sup>st</sup> Year Director	X	
Bill Lane	1 <sup>st</sup> Year Director		X
Sheila Holman	Past President		X
<u>Staff Members</u>	<u>Role</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	
Penny Mahoney	Membership and Marketing	X	
<u>Guests</u>			

I. President's Comments (Randy Taylor)

Randy Taylor opened the meeting. The meeting agenda was quickly reviewed to determine if agenda additions or modifications were required for this meeting. No items were added to the agenda.

The five year planning meeting from June 13, 2014 was briefly discussed but was tabled for a more detailed discussion later in the meeting.

II. Secretary's Report (Dale Overcash)

Dale Overcash distributed the minutes from the June 14, 2014 meetings. A typographical error found by Randy was corrected in Section II of the June minutes, where the month August was incorrectly listed twice. The correct month should be April. Ross Smith, seconded by Myra Reece, made a motion to approve the amended minutes. All members of the Board voted in favor of the amended minutes.

III. Treasurer's Report (Rich Weber)

Rich Weber provided an overview of the current budget situation. The organization is in good financial standing as of the end of June, 2014.

Rich reported that the Finance Committee and Contributor Subcommittee had met at 9 AM on August 9, 2014 with the goal of looking at the contributor opportunities to determine if additional revenue could be solicited from attendees. One goal was to look at adding to the original contributors program for Benefactors, Patrons, Donors and Supporters that CAPCA has had in place for many years. Some assignments were made to attempt to increase contributors for the Fall and next year. It was decided to attempt to get full price, but half price for the Fall would be acceptable if asked by a prospective contributor for this existing contributor program (which is actually an annual program).

From the 9 AM meeting, it was decided the newer contributor's program that was developed in 2012 to allow contributing for breaks, breakfasts, symposiums, etc., during the meeting should be streamlined. Rich took the lead on streamlining the newer program. Once approved by the Finance Committee and Contributor Subcommittee, an email blast will be sent out with the updated opportunities.

IV. Fall 2014 Conference Overview

a. Program Update (Beth Partlow)

Beth reported on the earlier Saturday morning program committee meeting. The session topics and times were set, some speakers were set, but some sessions still needed speakers. The following dates were discussed:

1. September 15<sup>th</sup> – Publishing Date for Fall Program

2. August 29<sup>th</sup> – Select Speakers
3. August 29<sup>th</sup> – Session Descriptions and Speakers

As a final topic, Connie was to check the status of wireless Internet within the rooms for the Fall meeting.

b. 45<sup>th</sup> Anniversary Activity Update (Penny Mahoney)

Penny provided an update for the Fall 45<sup>th</sup> Anniversary activities. All activities were planned and were set with the Hilton. There was some discussion regarding outdoor music from 6 to 8 and it was determined that this had not been finalized. CAPCA needs for the crowd to get out of the main meeting room at the end of the sessions and return at 8 to the same room for the James Gregory show. For this reason, CAPCA did not want to hire a DJ. Connie thought that the hotel could provide music around the pool and took on the task to check on the music and work with Penny to make sure there would be music at the outdoor symposium between 6 and 8.

c. Past Presidents Breakfast

A Past President's breakfast will be held on Friday, October 17, 2014 at 7 AM. Randy and Ann will work on this and will send formal invitations to the Past Presidents of CAPCA. It was determined that registration for the Fall Session would be waived for the Past Presidents, but any guests would need to follow our guest policy for registration.

d. Program Details, Contributors and Exhibitors (Ann, Carl, Connie)

45 of 72 booths are rented (35 via on-line registration) for the Fall CAPCA. There was some mild concern regarding exhibitor registrations. It was decided that a post card would be sent to our larger mailing list (list of 2000) to try to increase exhibitor and conference registrations. Connie and Ann were assigned this task.

Connie and Ann reported that general registration was good. As far as arrangements, parking would be free, but there would be a charge for Internet service for the attendees.

It was decided that we would add comments to Survey Monkey to ask for:

1. Comments on the 5 year strategic plan
2. Feedback on the future of CAPCA
3. Future meeting topics

The Fall gift, a mug, had already been pre-selected and approved by the Board. It was decided to add via engraving "45<sup>th</sup> Anniversary" and the year ("2014").

V. Committee Updates

a. Five Year Planning Meeting

The Five Year Planning Meeting notes were reviewed. Assignments were made to begin writing up the CAPCA strategic plan (for setting Board directional decisions and planning for the future). Randy provided a template for use in developing the strategic plan.

Upon making assignments, it was determined that four members of the Board would report on specific areas during the "Future of CAPCA" session on Friday morning. Each would report on the vision of CAPCA moving forward. The following Board members will speak on their respective areas:

- Penny – Marketing
- Beth – Program
- Randy – Social Relationship Building
- Dale - Technology and Website

b. Governance (Sheila Holman, Mark Hawes)

It was reported that Max Justice was still working on trademarking the CAPCA logo and would hopefully have an update within a week.

c. Membership & Marketing (Penny Mahoney)

Penny reported that the AWMA updated its call for papers.

d. Finance

There was no additional report.

e. Young Professionals Meeting

The Board agreed to have its first official meeting on Thursday October 16<sup>th</sup> from 1 to 1:30 PM. Randy will work to make sure a Board member is there to moderate this first session.

VI. Other Business

There was no other business to address.

VII. Closed Board Meeting

There was no business and thus no closed Board meeting.

VIII. Future Board Meetings and Schedule

The next Board meeting will be held at 8 AM on Wednesday October 15<sup>th</sup> at the Hilton in Myrtle Beach, SC prior to the Fall Conference.

IX. Meeting Adjournment

Beth Partlow, seconded by Rich Weber moved to adjourn. All members voted in favor. The meeting adjourned at 3:22 PM.

Respectfully Submitted,

Dale Overcash  
Secretary