



CAPCA BOARD OF DIRECTORS MEETING MINUTES
JUNE 24, 2017
HILTON MB KINGSTON PLANTATION
MYRTLE BEACH, SC

<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
Briggs Hamilton	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	
<u>Staff Members</u>	<u>Role</u>		
Ann Daniel	Executive Secretary	X	
Connie McElroy-Bacon	Conference Coordinator	X	
Kristi Grigg	Accountant		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	
Blair Axley	YP / Members & Marketing		X
Randy Taylor	Marketing/Governance		X
Mike Abraczinskas	YP/Program Planning/Marketing		X
Mark Hawes	Governance		X
Beth Partlow	Marketing/Governance	X	
Myra Reece	Finance/Program Planning	X	

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

- A. Call to Order – CAPCA Board of Directors meeting was called to order by President Smith at 1:00 pm
- B. Jim Joy Acknowledgement – President Smith asked if the Board thought it would be appropriate to acknowledge Mr. Joy at the Spring Meeting. Myra Reece stated she would discuss this thought with Bob King to see if he would like to do it. Myra R. also stated she has a video from Jim Joy's retirement that could be used. All agreed if it can be done, to do at the beginning and put in the Spring agenda as "Tribute to Past President."

II. Secretary's Report (*Jessica King stood in for Duane Mummert*)

- A. Review/Approval of Minutes from April 5, 2017, and Review/Approval of Minutes from April 7, 2017 – Dale Overcash moved to approve both minutes. Rich Weber seconded. All voted in favor to approve – Motion carried.

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

- A. Review of Current Financial Status – Bill Lane reported that for the year so far we are in the black. He distributed Profit and Loss Budget vs. Actual for January through May 2017 dated 6/21/2017. He pointed out the biggest primarily expense is conference hotels, food and beverage. Our revenue comes from sponsorship and registration. He stated the expenses and revenue are basically running very similar numbers which is obviously good. Bill distributed a Balance Sheet as of May 31, 2017, and indicated, as expected, we have about zeroed out from the spring conference. He stated all reports were pulled together by Kristi.

IV. Fall 2017 Conference

- A. Program update (*Rich Weber*) – Planning Committee met this morning and decided to punt the technical workshop until next year (Spring) so we can get it on the website and registration and figure out the costs and logistics. Connie will look into it in the Spring at Grove Park Inn to see how they will handle rooms for Tuesday night that will be needed. Rich W. ran through the topics and moderators discussed during morning meeting and duties for certain board and committee members. We have another meeting in August and would like to have speakers lined up by then. Rich W. will type up the approved topics and send to Connie and Anne for agenda.

- B. Contributors and Exhibitors (*Ann Daniel and Connie McElroy-Bacon*) – Ann Daniel proposed another category for contributions – i.e. a DJ Sponsor for \$600. All agreed it is a good idea and in return sponsor would be announced to group by DJ and one line in the program. All spring contributors have paid up in full. Bill L. noticed that we are about \$7500 under budget for contributions which is not unusual. Need a push. Exhibitors – Ann D. said we only have 32 rented of the possible 72. We usually rent 60. Had good feedback from Exhibitors from survey monkey – good traffic.
- C. Registration (*Ann Daniel and Connie McElroy-Bacon*) – About 33 registered thus far (probably exhibitors). Most the ones that exhibited in the Spring.
- D. Arrangements (*Connie McElroy-Bacon*)
 - 1. Thursday Theme – Penny Mahoney reported The Spy's the Limit, martini glasses, meatball grenades, costume contest, pink panther “emburgers”, glamour mugshots, James Bond movie playing, impersonators, code breaking game, casino game, rubber dart/shooting target, exhibitor game (“I Spy”).
 - 2. Parking/Internet – Connie reported parking is free, internet is taken care of.
 - 3. Gifts / Other – Connie going to look into faux Yetis, trick pens, cooling towels, gadgets for our next Board meeting.

V. Committee Updates

- A. Finance (*Myra Reece*): Bill Lane reported there is an audit going and almost finished. He stated it appears the audit will come back clean and we will get an update of best practices, cyber security issues, etc. Tax return will be ready for Ross' signature for submission in mid-August. Regarding Accounting Manager status, Bill L. reported that Kristi G. has informed us she can no longer continue as our accounting/bookkeeping manager with her full time job. Bill L. talked to her this past week to get a sense of what is needed for the next person we hire. The accounting she said is simple but the registration/Lanyon stuff is cumbersome so we may want to think of as two different jobs. Kristi said Lanyon not as flexible as she thought and more expensive. She is willing to help us transition her out of the conference registration role with a new person. Bill L. stated that this job doesn't necessarily need to be an accountant type person. Therefore, Bill L. looking for help finding a person who can assist CAPCA

with conference registration (personal data/etc.) and package it up for the accountant. Kristi can do accounting through the end of the year but wants to step away from registration. Connie said she could talk to Terry Basic (she does part time work for CAPCA as Connie's assistant and is very detail oriented) to help during this transition time. Terry Basic has worked with Kristi before and she, Ann, Connie and Kristi could get together and figure out how it would work during the transition. Rich mentioned Kristi also manages the dropbox account so that needs to be transitioned to a new person.

B. Governance (*Dale Overcash*) –

Document Retention Policy – Dale Overcash gave out a copy of most recent Document Retention Policy. It covers various types of documents and we are ready to finalize. We would like to get all documents in the CAPCA Dropbox. Sheila has given Dale O. a lot of documents and he is going to send them out to members of the governance committee. Dale looking to do this late August and September. Dale asked for a motion to approve the policy. There will be documents in a Non-Policy file that aren't covered by policy and there will be a Policy File for all documents covered by policy. Discussion that Current 5 Year Plan needs to be added to policy. Retention period will be until next plan is adopted. Melvin made a Motion to approve with addition of Current 5 Year Plan. Rich asked if we made sure all documents required to be kept by By-Laws are covered by this Policy and Beth P. said they did. Dale O. and Beth P. said goal is to have all documents scanned and in dropbox by end of year. Ross called for vote. All voted in favor. Motion passed.

"Conference" Name – Dale Overcash discussed the name issue for United States DOD personnel who want to come to the meetings. He stated the committee came up "Technical Education Exposition" or "Technical Education Training & Exposition" as possible alternative names. After discussion, it was decided that "Exposition" not recommended. Kevin Nesbitt made a motion to change it to "Technical Workshop and Forum". Melvin Stroblor seconded. Ross Smith asked for a vote. All voted in favor. Motion passed.

C. Membership and Marketing (*Penny Mahoney*) –

Marketing Video – Penny M. distributed information on a five year marketing plan. She wanted to show everyone what we have done thus far for marketing. Based on recent surveys, we have learned the hotels are critical and in Spring the industrial attendance was up even though overall attendance was down. We talked about testimonials from industry

to use on the CAPCA website, e-blasts, video, etc. She said Duane Mummert sent her a contact and she received a quote for a videographer to visit the fall meeting and get testimonials. The quote to do the video to show why people come to CAPCA, to capture general footage, and to come to Myrtle Beach for one day, film, edit, etc. is \$1900 for a 1-3 minute video. Penny asked if we want to get other quotes. Kevin Nesbitt offered to call Travis Bowman, a person that Dale Overcash suggested for another quote. Penny M. said we also wanted to give a marketing slide to give to NC and SC to put in presentations – Penny has drawn up a proposal and handed it out. She asked us to look it over and comment by next meeting. Beth suggested we change “air pollution” to “air quality” in second bullet point.

Program Improvements – Use of a catch phrase discussed as well as keynote speakers.

Young Professionals – Melvin working on targeting young professions.

Social Media – Beth Partlow and Penny M. announced we now have a LinkedIn page. All agreed Board and committee members need to find it and follow (link with page).

D. Young Professionals Committee Update (*Melvin Stroble*)

YP Lead status – Melvin S. reported they have been looking for a new leader since Blair Axley stepped down. He handed out two resumes (Jenny Tang and Katelyn McIntosh). He stated he asked each applicant what should be done to make YPC better. Jenny Tang gave lots of ideas that he read aloud including social activities, certification lists, etc. Katelyn McIntosh also submitted ideas that Melvin read aloud including social media, meet up groups in regions, and a database of CAPCA professionals. Melvin proposed we have two positions – a Chair and Vice Chair and that Jenny Tang be the chair and Katelyn be the Vice Chair. Jessica King moved to accept Melvin’s recommendations. Kevin Nesbitt seconded. Discussion – Rich W. asked why two positions. Melvin stated that he wanted to avoid having one person having to carry the whole bag and to have no one when one steps down. The Vice Chair could help get a lot done and Dale O. mentioned we need to think of how long the term should be. Bill L. moved to amend motion to allow Melvin to offer a two year term with the Chair attending Board Meetings and Vice Chair acting as stand in at such meetings when the Chair is not available. Motion was voted on and passed unanimously.

VI. Other Business

- A. Survey Monkey – Ross S. reminded the Board the Survey Monkey results are available for viewing. Connie is going to add to the CAPCA email list those persons listed at end of Survey.

VII. Closed Board Meeting

No Closed Board Meeting

VIII. Future Board Meetings & Schedule

The next Board meeting will be August 12, 2017 at the Hilton Hotel – Myrtle Beach, SC.

IX. Adjourn

Kevin Nesbitt moved to adjourn. There was a second by Melvin Stroble and all were in favor. The meeting was adjourned at 3:06 pm.