



CAPCA BOARD OF DIRECTORS MEETING
25 August 2012
Hilton Hotel
Myrtle Beach, South Carolina

The CAPCA Board of Directors met at the Hilton in Myrtle Beach, South Carolina on 25 August 2012. The Board Meeting was called to order by President Mark Hawes at 1:25 pm and the meeting adjourned at 4:08 pm. The following were present at the meeting.

<u>Board Member:</u>	<u>Role:</u>	<u>Present</u>	<u>Absent</u>
Max Justice	Past President	X	
Mark Hawes	President	X	
Sheila Holman	Vice President/Program Chair	X	
Renee Shealy	Treasurer	X	
Randy Taylor	Secretary/Finance Director	X	
Beth Partlow	2 nd Year Director	X	
Rich Weber	2 nd Year Director	X	
Penny Mahoney	Past President	X	
Duane Mummert	1 st Year Director	X	
Dale Overcash	1 st Year Director	X	

<u>Staff Member</u>	<u>Role:</u>	<u>Present</u>	<u>Absent</u>
Ann Daniel	Executive Secretary	X	
Connie McElroy-Bacon	Conference Coordinator	X	

CAPCA Committee Members Present

None

Committee Represented



Guests attending Board Meeting

None

I. President's Comments

The agenda was distributed by Mark Hawes and summarized to the Board. The agenda was reviewed and approved by the Board as distributed.

II. Secretary's Report *(Randy Taylor)*

The Meeting Minutes from the June 9, 2012 board meeting was distributed for final review and approval by the Board. Randy Taylor, Secretary, summarized the meeting minutes for the board and addressed some of the action items from the last meeting. While discussing the minutes, the Board discussed several items mentioned in the minutes for clarification and amendment. A motion was made to approve both sets of meeting minutes, which was seconded, and was carried by unanimous approval by the Board.

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

a) Review of current financial status

The Treasurer reported that the organization is in good financial standing with 45 exhibitors already signed up for the Fall 2012 meeting to date. This is a little behind but we expect this increase once the electronic meeting notification is sent to the membership.

b) Finalization of Audit (Renee Shealy and Randy Taylor)

The final 2011 Audit was presented in final and given to Treasurer for the files.

c) External Audit (Renee Shealy)

The external audit will be performed in 2013 so Renee reminded the Board that there will be an additional expense for CAPCA in 2013.

IV. Fall 2012 Conference

a) Program update (Sheila Holman)

Sheila Holman, Vice President, discussed the Fall 2012 meeting program. Sheila indicated that we had a good program meeting earlier in the day and most of the session speakers are in place for the Fall meeting. Sheila indicated that she also plans to develop a program planning calendar for 2013 to assist future Vice Presidents in developing the conference programs. Sheila asked the program committee to have their speaker conference calls to coordinate the presentations and to finalize their session descriptions as soon as possible so that the final Program can be finalized.

b) Final Program Details

The CAPCA meeting and program notice will be sent to the CAPCA email list with a hyper link to the CAPCA website in the email. The Meeting Notice and the Program Agenda are already up on the website. Randy Taylor will be updating the Survey Monkey during the next month to reflect the Fall 2012 agenda.

c) Contributors and exhibitors (Connie McElroy-Bacon and Randy Taylor)

There are 45 paid exhibitors to date. We have a total of 72 available spaces. We have a total of \$18,500 in CAPCA contributors for the year. After we send the email notice to the membership, we expect several vendors to sign up for the meeting. On September 15, 2012, Ann will send email to Randy with number of vendors and then we will decide if we need to make calls to potential vendors. We had 55 at last year's Fall meeting. We are still expecting MCIC to contribute at \$500 for 2012. We also discussed the sponsorship at the morning Finance Committee meeting and will be moving forward with selling the additional contributor opportunities during breaks etc. Ann will begin selling these the opportunities now.

d) Registration (Connie McElroy-Bacon)

Connie and Kristy have been working very well together and Event Bright and Quick Books are also working very well. We are not sending printed meeting notices for the upcoming meeting but instead all of the notices are being sent via email. This will save CAPCA approximately \$6,000 per year. Connie is looking at various emailing vendors that can assist in sending large volumes of emails and tracking the emails. We need this type of service due to the large number, approximately 3,800 emails, that are sent to prospective attendees and the new vendor would cost approximately \$24 per month. Sheila Holman suggested that we move forward with the email vendor. There was a discussion about some of the emails being caught in spam. So far to date, there are 109 preregistered and of these 58 were done online. For name tags, we will have identification on CAPCA name tag that indicates this is a Fall 2012 CAPCA meeting. This will be a specific symbol on name tag. One week before meeting, Connie will send preregistered attendees list to vendors. Regarding food at the meeting, we are locked in at maximum of 3% increase per year at the Hilton and we are contracted through 2015. Connie asked to hold 2016 and 2017 for us and they indicated our normal week was already booked with other meetings. Connie will be following-up with the Hilton regarding dates for the meetings in 2016 and 2017. Connie also indicated that we will have a DJ on Wednesday night at the symposium.

e) Registration

Internet – Internet will remain free for vendors at Hilton and there will be no parking fees for attendees.

Surveys – Randy to update Survey Monkey in early October and Connie will also review.

Gifts / Other – Connie presented gift ideas. We selected CAPCA cup and sun glasses croakies.

V. Committee Updates

a) Governance (*Max Justice*)

There are some things that need to be done. Max, Mark, Beth, Dale, and Penny on the committee. Need to revisit insurance requirements and risk

management requirements. Board agreed not to pursue Fidelity insurance at this point.

Mark indicated that we need to identify candidates for new 1st year board members in 2013. We need to have one industry person for NC and one industry person for SC. We should give names to Max Justice by September 15, 2012.

b) Membership and Marketing (Duane Mummert/Penny Mahoney)

Membership and Marketing – Penny Mahoney reported on activities. She presented on the marketing committee activities. Penny described the web site review that was performed by Penny, Peggi Davis, and Connie. They contacted several people about their comments on website. Everyone likes the existing website. However, there are some areas for improvement on speed which could be improved by removing the rotating pictures. It would be better to have pictures stagnant. Board agrees to have stagnant picture on the website in order to improve speed. Recommendation is to keep website as is for now except for removing the rotating pictures. We will then access again after we have a chance to test the website speed after the pictures become stagnant. Going forward, we will only have the meeting minutes for the previous two years. Randy will be providing the 2012 meeting minutes to Ann for posting on the website.

c) Finance and Donations (*Randy Taylor*)

Rich, Randy, Dale, and Renee will be working on the detailed annual budget this Fall and will have finalized for the Board's review at the December 2012. The Final 2011 Audit was presented as well as the contributor opportunities. We will also be adding the Past President list to the Director's Manual.

VI. Other Business

We will evaluate the Financial Budget at the Finance Committee meeting at the December 2012 Board meeting. We will postpone the 5 year planning until next year.

VII. Closed Board Meeting

There was no Closed Board meeting.

VIII. Future Board Meetings & Schedule

The next Board meeting will be 17 October 2012 at the Hilton in Myrtle Beach, SC at 7:30 am at the beginning of the Fall CAPCA Board meeting and another Board meeting on 19 October 2012 at the conclusion of the Fall CAPCA meeting.

GPI wants us to advertise the different rate structure at the GPI for CAPCA members and we have declined at this point. The rates for the April 2013 meeting will be as follows:

\$154 per night – run of the house
\$174 per night – resort view
\$190 per night – mountain view

IX. Adjourn

The open Board meeting adjourned at 4:08 pm.

Respectfully Submitted,

Randall K. Taylor
Secretary