



**CAPCA BOARD OF DIRECTORS MEETING**  
**18 April 2012**  
**Grove Park Inn**  
**Asheville, NC**

The CAPCA Board of Directors met at the Grove Park Inn in Asheville, North Carolina on 18 April 2012. An Open Board Meeting was held in the morning and called to order by President Mark Hawes at 8:30 am and the meeting adjourned at 11:10 am. The following were present at the open 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 <sup>nd</sup> Year Director | X              |               |
| Rich Weber           | 2 <sup>nd</sup> Year Director | X              |               |
| Duane Mummert        | 1 <sup>st</sup> Year Director | X              |               |
| Dale Overcash        | 1 <sup>st</sup> 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

Carl Burrell  
Penny Mahoney  
Nancy Marshall

Committee Represented

Planning /Arrangements /Events  
Membership and Marketing  
Marketing/Website



Guests attending Board Meeting

None

**I. President's Comments**

Mark Hawes, President, called the meeting to order at 8:30 am. The agenda was approved as distributed. Mark discussed Housekeeping issues for opening remarks Thursday morning at the CAPCA meeting and indicated that Rich and Randy would meet with him later on Wednesday to discuss the opening remarks as it pertained to membership and cost savings initiatives.

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

The Meeting Minutes from the February 4, 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. A motion made to approve, it was seconded, and the motion 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 based on the Profit and Loss statement from QuickBooks. It was noted that the existing checking account balance is a little higher than last year at this time given the number of registrations this year (410 versus 362). However, it was discussed by the Board that we still need to pay close attention to CAPCA operating cost and monitor this closely throughout 2012. Rich and Randy to evaluate annual budget by the next board meeting in June 2012.

b) Review of rolling 3 year expenses (Renee Shealy)

A summary of expenses in QuickBooks over the past 3 years was provided. Renee will also work on cash flow analysis for next board meeting in June 2012. Randy was asked to send accounting codes to Connie and Kristy again to make sure they have the latest version.

c) Status of Contributors

This topic was covered later in the meeting.

**IV. Spring 2012 Conference**

a) Program update (Sheila Holman)

Sheila Holman, Vice President, updated the board on the Spring 2012 Program and indicated that all speakers were in place and ready to go. Only one speaker had to be replaced within the past week for the Friday morning session but a great replacement was quickly identified to fill in the slot. Everything looks good and all speakers are in place including most of the presentations and bios.

b) Contributors and exhibitors (Ann Daniel, Connie McElroy-Bacon, and Randy Taylor)

There are 54 paid exhibitors and we have a total of \$18,500 in CAPCA contributors. It was discussed that board representation should be present at the Friday morning Exhibitors meeting in order to show Board commitment and interest to the exhibitors.

c) Registration (Connie McElroy-Bacon)

There are 410 preregistered attendees. Of these, 196 paid online in 2012 versus 132 in 2011. It was noted that CAPCA had to pay \$5,000 in fees for the online registrations in 2011. The board discussed looking closer at these fees in upcoming board meetings to determine how we may best offset these costs.

Parking – The new fees were communicated to all attendees via website and CAPCA material. It is \$10 for garage and \$20 for valet parking. Connie also mentioned that parking arrangements were communicated to attendees on the website and program.

Speaker packets have also been provided to moderators. Registration packets have also been improved for members. We are good on all of the volunteers.

It was also noted by Connie that in order to enhance Contributor benefits, yellow draping will now be around supporter booth tables so they stand out as Contributors.

Connie also informed the Board that the Grove Park Inn has been sold to new company and they plan major renovations in the future and we may also see various increases in prices (i.e., potential \$20 resort fee and others).

There was concern by the Board about the potential GPI fee increases such as parking and the resort fees. It was confirmed that GPI held to a 5% increase in food prices for 2012 but it is only good for 2012 and we will need to negotiate for 2013 and beyond.

There was an extensive discussion by the Board about looking at other location options for the Spring meeting. Action Item: Max, Beth, Carl, and Connie to review proposed GPI contract proposed by GPI for 2018. Sheila Holman agreed to lead the effort to look at a possible new location for the Spring meeting and Nancy Marshall will assist Sheila.

The contract proposed for 2018 will be discussed further at Friday's Board meeting.

Connie also mentioned that we have two (2) Grove Park Inn Spa passes and a two (2) night stay at Ocean Creek Resort in Myrtle Beach to give away at the meeting.

Registration Area – The new process for handling information in the registration area was discussed by Connie. We will be using new name tags and QuickBooks in the registration area. Everything was well organized and ready to go.

Printed Materials – Opportunities have been identified to reduce cost. The board agreed that we send the attendees list to members electronically in order to save on printing costs. Connie will prepare the attendees list and send via email after the meeting.

Internet – Internet is now free to hotel guests.

Surveys – Survey Monkey has been updated and ready to go. Two nights at GPI and \$50 gift card for Survey Monkey drawing. Mark to make an announcement on Thursday morning that survey is now on-line and they will enter themselves into drawing for the gifts.

Gifts / Other – Full hats and visors are ready to go. 452 hats are in place.

## **V. Committee Updates**

### a) Governance (*Max Justice*)

There was nothing new to report at this meeting.

### b) Membership and Marketing (*Nancy Marshall/Penny Mahoney*)

Membership and Marketing – Penny Mahoney and Nancy Marshall reported on activities. Nancy Marshall discussed the job board on CAPCA website and it goes live today. Members are free and non-members are \$100 per ad. For Members/Contributors and non-members the ad will expire after 30 days on-line. It can be renewed.

Business cards will also be passed out by Nancy Marshall. Mark will announce the CAPCA job board on Thursday morning.

Penny passed out list of organizations that we have been working with to assist us in communicating the CAPCA meetings. It was discussed that we may want to turn over to Connie in the future once this gets going well and will discuss at the next Board meeting. MCIC would be willing to work with CAPCA if we could provide CAPCA email list. We agreed to release the CAPCA email list and to call them CAPCA partners.

Dale Overcash suggested that also supporters may also want to assist by providing mailing list.

There was discussion around what the ultimate goal of the marketing committee is in terms of CAPCA numbers at the meeting. Do we want to go to 600 people and maybe to increase the number of “contributors”.

### c) Finance and Donations (*Randy Taylor*)

On March 14, 2012, the 2011 financial audit commenced and a draft has been prepared. Draft will be completed and presented at the June Board Meeting. Randy presented that we have \$18,500 in supporter contributions. Also, he presented supporter opportunities and process for doing these. We will discuss and finalize at the June Board meeting and then start the program after June for the Fall meeting. A letter needs to be drafted that highlights the contributor opportunities for Mark to send to members.

## **VI. Other Business**

### Scholarships

NCSU Scholarship – NCSU Department of Marine Earth and Atmospheric Sciences gives the scholarship out by the department. The CAPCA scholarship is 1 of 25 scholarships that they give out. A plaque is placed in the department that highlights the winner of the scholarship each year. Penny will ask NC State if we can have the name of the winner so we can publicize at CAPCA meetings.

Clemson Scholarship – The eligible candidate is a Sophomore, Junior, or Senior with a 3.0 plus GPA. Clemson scholarship has not been sent to them since 2009. We had not received info from Clemson since we changed mailing address and thus they never got funded for the scholarship. We will continue to pay the scholarship and they will send bio of winner of the scholarship. Penny wants to continue both scholarships and we need to make sure that we are paying the scholarship. Ann should follow-up on paying the scholarships. Need to get a new agreement from Clemson with updated information. We should have discussions at each December Board meeting to discuss approval of the follow year's scholarships.

### Book-keeper

Kristy Grigg has requested an increase from \$375 to \$575 per month because of increased demands placed on her. The Board discussed. A motion was made by Sheila Holman to approve \$575, the motion

seconded by Beth Partlow. Approved by the board by vote to increase to \$575.

## **VII. Closed Board Meeting**

There was a closed board meeting from 11:10 am until 11:34 am.

## **VIII. Future Board Meetings & Schedule**

The next Board meeting will be 20 April 2012 at the Grove Park Inn starting immediately following the conference lunch.

## **IX. Adjourn**

The open Board meeting adjourned at 11:10 am. The Closed Board meeting adjourned at 11:34 am.

Respectfully Submitted,

Randall K. Taylor  
Secretary