



**CAPCA BOARD OF DIRECTORS MEETING
10 December 2011
Grove Park Inn
Asheville, NC**

The CAPCA Board of Directors met at the Grove Park Inn in Asheville, North Carolina on 10 December 2011. The meeting was called to order by President Max Justice at 1:05 pm. The following were present at the meeting.

<u>Board Member:</u>	<u>Role:</u>	<u>Present</u>	<u>Absent</u>
Max Justice	President	X	
Mark Hawes	Vice President / Program Chairman	X	
Renee Shealy	Treasurer	X	
Sheila Holman	Secretary	X	
Nancy Marshall	2 nd Year Director		X ¹
John Sudnick	2 nd Year Director	X	
Beth Partlow	1 st Year Director	X	
Rich Weber	1 st Year Director	X	
Penny Mahoney	Past President	X	
Duane Mummert	2012 1 st Year Director	X	
Dale Overcash	2012 1 st Year Director	X	

<u>Staff Member</u>	<u>Role:</u>	<u>Present</u>	<u>Absent</u>
Ann Daniel	Executive Secretary	X	
Kay Aumiller	Dues & Registration Chair	X	
Connie McElroy-Bacon	Conference Coordinator	X	

CAPCA Committee Members Present

Committee Represented

Carl Burrell

Planning / Arrangements / Events

Randy Taylor

Finance/Sponsorship

1 Nancy Marshall participated via conference call for the majority of the Board Meeting.

Guests attending Board Meeting

None

I. President's Comments

The President called the meeting to order at 1:05 pm. The agenda was approved as distributed.

II. Secretary's Report

Minutes from the two October board meetings and the Business meeting were distributed. The Secretary noted the changes made to the hard copies compared to the electronic version distributed on December 5th. Motion made and seconded to approve; motion carried.

III. Treasurer's Report

The Treasurer reported that the organization is in good financial standing based on the Profit and Loss statement from Quickbooks, though it was noted that this did not include the November bank statements. A copy of this statement was provided to Board members. Next, the Board discussed the combined financial policies and procedures document developed by the Treasurer in consultation with the President and the Auditor. A motion was made and seconded to approve the combined financial policies and procedures document. The motion carried.

IV. 2011 Fall Conference Update

Survey Results: 202 people responded to the Survey Monkey. The following items need to be addressed: a. Continue to address issue of the visibility of slides at the bottom 1/3 of the screen; b. Internet service; c. hotel rooms are substandard. Action items are to work with the Conference Coordinator to address these concerns to the best of our ability. The Board recommended no changes to the survey. Another action item is to send a letter from new president to new contacts from survey. Overall the Survey Monkey experiment was deemed a success.

2. Registration: There was a total of 449 attendees at the Fall conference. The Registrar reported that there were 14 no-shows. Additionally, 90 new attendees registered for the 2011 CAPCA conferences, with 62 new in spring 2011, and 15 new people that attended both spring and fall 2011 conferences.

V. Planning for 2012 Spring Conference

1. Program Update: The Vice-President reported that there was a good program meeting held that morning. Session chairs have been assigned for all sessions. A conference call will be scheduled in January to firm up details on speakers. Changes that are recommended from the Fall 2011 agenda include having the break at a slightly different time on Thursday afternoon, and lunch on Friday as late as 12:15. Additionally, it is recommended that the program planning meeting occur on Thursday afternoon at 5:30 pm.

2. Sponsors and Exhibitors: The Executive Secretary reported that there is one sponsor so far. No exhibitors have registered yet.

3. Fees: Next the Board discussed the fees. Currently, \$900 per booth per conference; if rent for both conferences at the same time, a 10% discount is given. No free registrations per booth. The Board recommended no change to the Booth fees.

Current Fees: Pre registration - \$200 for members, \$250 for non-members
Registration - \$225 for members, \$275 for non-members

A motion was made to add \$35 to all registration fees, except exhibitor fees. The motion was seconded, and carried.

New Fees for 2012 will be:

Pre- registration \$235; \$285 for non-members

Registration - \$260 for members, \$310 for non-members

Guest tickets - \$200 for two dinners, two lunches. Motion made, seconded, and carried.

Exhibitor fees stay the same.

4. Arrangements: There will be parking fees in 2012 at GPI. CAPCA will post fees and map on the website.

GPI will charge \$200 per day for Internet in the Exhibit Hall. There will no longer be a logon in your room, which will include free internet.

Several ideas were shared for the gift for the 2012 Spring Conference, including an apron/cup combo, MacGyver apron with bottle opener, insulated pocket, oven mitt, BBQ tools, cooler. The Board will make a decision in February.

The Conference Coordinator reports that food and beverage prices will increase at GPI 15-20% increase in 2012.

The Board then discussed potential cost savings ideas, including reducing printings and mailings.

VI. Committee Updates

1. Membership and Marketing

Board members are to send any comments on the latest web pages to the Chair by December 19th.

Job Board – The Webmaster raised 5 questions:

Are there uniform job posting parameters? The Board recommended a brief description of job and link to website of the company with the opening, allowing a maximum of 500 characters.

Will the jobs be listed in order submitted? The Board recommended posting from the most recent to the oldest. Job postings are to be removed after 30 or 45 days.

Who will be the direct contact reviewing the posting? The Board will decide at February Board meeting.

The Board also recommended that a disclaimer that CAPCA is not responsible for the content of this advertisement be developed. One of the attorneys on the Board will draft the language.

The Chair reported that we do not need any more business cards for the Spring 2012 conference.

2. Finance

The Chair reported that CAPCA has a total of \$16,750 in sponsorships for 2011. The goal is \$17,500 in 2012. Dale Overcash volunteered and Rich Weber will be on the committee, as well as Randy Taylor (chair), Renee Shealy (Treasurer), and Sheila Holman (Vice-President). The next meeting will be held at 9:00 am on February 4, 2011.

The Finance Committee met this morning to finish the 2010 audit. The Committee now has a draft of the audit.

The Treasurer and the Chair will decide on the codes to be used for Quickbooks.

3. Governance

The Board signed a copy of the whistleblowers policy and the conflict of interest policy at the December 10, 2011 board meeting and the signed copies were given to the Treasurer. The Past President handed out the Directors manual to the new directors.

VII. Other Business

A closed Board meeting was held to discuss contracts.

VIII. Future Board Meetings & Schedule

Saturday, February 4, 2012 at Grove Park Inn, Asheville, NC – The Finance Committee will meet at 9:00 a.m., the Program Committee will meet at 10:00 a.m., and the Board will convene immediately following lunch.

IX. Adjourn

The meeting adjourned at approximately 3:35 pm.

Respectfully Submitted,

Sheila C. Holman
Secretary