



CAPCA BOARD OF DIRECTORS MEETING

February 8, 2014

Asheville, North Carolina

The CAPCA Board of Directors met at 1:00 pm at the Grove Park Inn in Asheville, North Carolina on February 8, 2014. The meeting was called to order by President Randy Taylor at 1:03 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 nd Year Director	X	
Penny Mahoney	2 nd Year Director	X	
Myra Reece	1 st Year Director	X	
Bill Lane	1 st 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	
Max Justice	Governance	X	
Penny Mahoney	Membership and Marketing	X	
<u>Guests</u>			

I. President's Comments (Randy Taylor)

Randy Taylor opened the meeting. There were no specific contracts or signatory issues that required Board action at this meeting.

A discussion centered on whether it might be time for a 5 year planning meeting. Randy will circulate minutes from an April 2009 meeting and Max will find and circulate minutes from a 2007 or 2008 meeting. The Board members will review the minutes and will decide at one of the next few meetings whether to schedule a Planning meeting for later this year.

Several years ago, the Board asked the State AQ Directors to send out letters to the permitted sources in each state notifying them of the benefits of attending CAPCA. This topic was brought up and was briefly discussed. Sheila and Myra agreed to develop and send these letters out again.

The Board approved the use of a new CAPCA logo in late 2013. All documents and CAPCA materials are to use the new logo beginning on January 1, 2014.

II. Secretary's Report (Beth Partlow)

Beth Partlow distributed the minutes from the December 7, 2013 meeting. A few corrections were discussed. Ross Smith, seconded by Sheila Holman, made a motion to approve the corrected minutes. All members of the Board voted in favor of the corrected 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 2013.

Rich proposed a budget for 2014. Ross Smith, seconded by Beth Partlow, made a motion to approve the 2014 budget. The proposed budget includes expenditures for the 45th anniversary activities. All members of the Board voted in favor of the 2014 budget.

Rich will be reaching out to Eve McCoy to develop the tax returns and to conduct an audit of the Boards finances. There was no need for a vote as this was approved at the December 7, 2013 Board meeting.

IV. New Website (Connie McElroy-Bacon)

CAPCA launched a new website in late January, 2014. The background picture was discussed and a decision was made that on each side of the logo a coastal scene and a mountain scene should be added to replace the current picture.

In a past Board meeting, there was a discussion regarding having CAPCA dues and conference registration dues on the same page. After further review, it was determined that such action would create an accounting problem. Thus, the CAPCA dues and conference registration fees were kept separate using different drop down menus on the website.

There was a long discussion regarding the PAYPAL and Eventbrite fees. CAPCA currently pays the Eventbrite fees. This is an additional expense for CAPCA. The Board will evaluate the fees after the Spring and Fall conferences and will make a decision regarding increasing exhibitor and/or registration fees to cover these expenses.

The Job Posting Board has not had much activity. This will be "re-advertised" at the next CAPCA conference and also via emailing by Connie.

V. Spring 2014 Conference Overview

- a. Beth Partlow reported that the program committee met today from 10 AM to 12 noon. All topics were finalized and most speakers were confirmed.
- b. Contributors and Exhibitors: \$10,000 plus for Contributors to date; Exhibitors are beginning to register (both for Spring and Fall).
- c. Registration: 45 to date for Spring Conference - no noticeable changes/differences from previous years.
- d. Parking for Spring CAPCA: Outside free; parking deck - \$10; valet - \$20.
- e. Internet: free for all CAPCA guests.
- f. Rooms: probably can expand room block if needed.
- g. The Board agreed that Kristi Grigg should be present and work at most conferences.
- h. It was reaffirmed that no attendee (individual or business) should conduct any other group events (with accompanying social marketing activities of such event) during the CAPCA conference scheduled events.
- i. It was agreed that Board members would go by and thank all new exhibitors at each future conference (list provided by Connie or Ann).
- j. Connie and Carl reported an increase of 2.5% for food costs for Spring Conference.
- k. Gifts – Spring 2014 – Pen, Jump Drive, & Business Card Case ; gift approved at previous CAPCA Board meeting; Board agreed to add CAPCA name to jump drive.
- l. Gifts – Fall 2014 – a glass mug was selected by Board voting.

VI. Committee Updates

- a. Governance (Max Justice)
Max reported that his firm was conducting the search on trademarking the new logo. The next step was to file an application for copyrighting.
- b. Membership & Marketing (Penny Mahoney)
Penny provided an update for the Spring and Fall 45th anniversary activities. Connie will look for winner's gifts and gag gifts for the Wednesday and Thursday symposiums. For

the Spring, there will most likely be a gift for Best Hat and Worst Bowtie for the Thursday evening symposium.

c. Finance

There was no additional report. There was some uncertainty as to who the leader of the committee should be. Randy indicated that he would talk with Mark Hawes regarding the Transition Plan for the next few years as well as the current term (in years) for the current Treasurer. A leader for this committee will be confirmed at the next meeting.

VII. Other Business

There was no other Board business to discuss.

VIII. Closed Board Meeting

There was no business and thus no closed Board meeting.

IX. Future Board Meetings and Schedule

The next Board meeting will be held at 8 AM on April 16, 2014 at the Grove Park Inn prior to the Spring Conference.

X. Meeting Adjournment

Sheila Holman, seconded by Beth Partlow moved to adjourn. All members voted in favor. The meeting adjourned at 3:15 PM.

Respectfully Submitted,

Dale Overcash
Secretary