



CAPCA BOARD OF DIRECTORS MINUTES OF
 Program and Board Meeting (Hilton, Myrtle Beach)
 October 14, 2022 @ 12:00 pm

<u>Board Members</u>	<u>Role</u>	<u>Present</u>	<u>Absent</u>
Jessie King	President		
Mike Abraczinskas	Vice President/Program Chair		
Rhonda Thompson	Treasurer		
Tim Agner	Secretary		
Deb Basnight	2 nd Year Director		
Amy Marshall	2 nd Year Director		
Fern Paterson	1 st Year Director		
Rob VandenMeiracker	1 st Year Director		
Kevin Nesbitt	Past President		
<u>Staff Members</u>	<u>Role</u>		
Ann Daniel	Executive Secretary		
Connie McElroy-Bacon	Conference Coordinator		
Penny Neville	Bookkeeper		
<u>CAPCA Committee Members</u>	<u>Committee Represented</u>		
Dale Overcash	Marketing/Governance		
Carl Burrell	Marketing/Arrangements/Events		
Rich Weber	Governance		
Ross Smith	Governance		
Nathan Daniel	Young Professionals		
Austen Meyer	Young Professionals		
Randy Taylor	Marketing		
Beth Partlow	Marketing/Governance		
Bill Lane	Governance		
Mark Hawes	Governance		
Duane Mummert	Governance		
Melvin Stroble	Governance		

PRESIDENTS COMMENTS

Jessie King called the Board meeting to order at 9:17 am.

Jessie welcomed everyone to Myrtle Beach and thanked everyone for coming.

2022 STRATEGIC PLAN

Jessie relayed comments from Kristy Ellenberg to the board outlining the findings from the strategic planning session held on June 10, 2022. A proposed updated Strategic plan will be presented to the Board at the November meeting.

SECRETARY'S REPORT

Tim Agner distributed minutes from June 11, 2022 board meeting.

After discussion and corrections, the Minutes were approved. Kevin Nesbit made the motion to approve, Deb Basnight seconded the motion, the minutes were approved by unanimous vote.

TREASURER'S REPORT

Rhonda Thompson distributed the treasurers report as information.

Taxes were filed early August 2022

Christy with the Brittingham Group LLC stated that CAPCA does not need to file a NC Secretary of State a Charitable Licensing Division Report.

The Board was advised that the Logo Copyright renewal was complete.

The Vanguard statement was presented as information.

FALL 2022 CONFERENCE PLANNING

A. Program: Mike Abraczinskas presented the complete program with confirmed speakers. Session chairs were requested to have presentation slides in by October 5, 2022.

Session chairs are responsible for sending thank you notes to speakers. Computer responsibilities were assigned for each session.

B. Exhibits and gifts: At this time, we have 63 attendees preregistered, 31 exhibitors, and 6 for the Wednesday morning class. Connie reported that 60% of the Block is full. Tim A made the motion to purchase tumblers (color by Connie) and seconded by Kevin and unanimous consent by the board to buy tumblers for the fall gift. The fall theme will be "Jungle Safari". Ann suggested that a La Carte contributors can provide signs for display and give contributors input on a location to display signs. Extend this request to

a La Carte and all other contributors. Ann request more recognition for a La Carte contributors in the program and other locations.

- C. Registration Software: Cvent providing registration software and support for fall 2022. There will not be an APP for the fall 2022, The APP will return in a different form in 2023. LinkedIn will be used to post speakers bios and post presentations.

Connie distributed a synopses of registration software for the future comparing Cvent, Eventbrite and WHOVA. The Board will discuss the software during the October 14 Board meeting.

- D. Conference APP: WHOVA has an event APP for future events. Jessie, Nathan and Randy will evaluate the APP for future meetings.
- E. The Young Professional's need to form a Commi0ttee to manage the APP and select a chairman to lead the APP Committee.

Break 10:34 reconvene 10:47

COMMITTEE UPDATES

- A. Finance: The Finance Committee will meet Friday November 18 at 1 pm to conduct a financial review of CAPCA's finances for 2022. Committee will consist of Rhonda T., Jessie K., Mike A., Ann D., Bill L., Kevin N., and Tim A.

The annual budget was distributed for information.

- B. Governance: By Laws were discussed
 1. The board agreed to increase individual dues to \$50.00 per year and add a State Government rate (NCDAQ and SCDHEC) of \$1400.00 per year per agency. A Motion was made by Kevin Nesbit and seconded by Mike Abraczinskas with unanimous board approval.
Jessie will draft an official notice to be distributed to the membership 14 days prior to the meeting announcing the increase. This change is required to be voted on by members at the Annual Meeting.
 2. Ideas were discussed on the best way to restructure the addition of 1st and 2nd year directors. The discussion was tabled for additional review.
 3. The board agreed to change the requirement of a Semiannual Audit to a Semiannual Financial Review.

- C. Membership and Marketing: The Board discussed the need to develop a formal Membership and Marketing Plan (MMP). Jessie distributed a MMP structure for 1st quarter and 7 steps to create a nonprofit marketing plan as information to aid in future discussions.

The Committee will reach out to vendors to promote a la Carte opportunities at the fall conference. A la Carte contributors will be added to the agenda.

Kevin volunteered to reach out through LinkedIn to promote CAPCA. Mike and Rhonda will continue to send announcements to State Permit Holders promoting CAPCA.

- D. Young Professionals: The Young Professionals will host Tree Planting events October 1 and October 8 with Tree Charlotte. There will be a social meet up following the Tree Planting.
A joint event is planned in Raleigh with AWMA on September 22. The YP's Requesting a \$250.00 contribution.
Nathan and Austin are brainstorming to help jumpstart the YP group.
YP Challenge: Recruit one member per Conference.
Nathan is recruiting a new Chairman for the YP Committee.

OTHER BUSINESS

- A. Committee involvement: Mike made a suggestion to add a Tab to the Web Site listing Committees Chairs and members.

Next meeting is scheduled on October 12, 2022 at Myrtle Beach Hilton

Kevin Nesbitt proposed a motioned to adjourn,
Fern Paterson seconded the motion.
The Board unanimously concurred to adjourn at 1:35 pm

Submitted by Tim Agner, Secretary
October 1, 2022