



CAPCA BOARD OF DIRECTORS MEETING

December 13, 2014

Asheville, North Carolina

The CAPCA Board of Directors met at 1:00 pm at the Grove Park Inn in Asheville, North Carolina on December 13, 2014. The meeting was called to order by President Randy Taylor at 1:04 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>			
Mike Abraczinskas	1 st Year Director - 2015	X	

I. President's Comments (Randy Taylor)

Randy Taylor opened the meeting. He expressed his thanks to all Board members, staff, and volunteers for making both CAPCA conferences successful in CY 2014. He also welcomed Mike Abraczinskas to the meeting as a first year director for CY 2015.

There were no specific contract issues that required Board action at this meeting. The board members, staff, and the volunteer did sign the required documents – Confidentiality Agreement, Whistleblower Policy, and Conflict of Interest Policy. Those absent and working on behalf of the board must sign the documents at the February Board meeting. All documents reside with the Treasurer.

Based on a discussion during the signatory process, an issue with the Whistleblower Policy was identified for further review. The Governance Committee will evaluate the current policy to determine if updates are warranted.

II. Secretary's Report (Dale Overcash)

Dale Overcash distributed the minutes for the two Board meetings at Fall CAPCA (October 15 and 17, 2014) and the Fall Annual CAPCA Business meeting (October 17, 2014). A comment was received on the October 15, 2014 minutes to change Kristi Grigg's title to Bookkeeper. No comments were received on any other minutes.

Sheila Holman made a motion to approve the October 15, 2014 Board Meeting minutes with the requested change and the motion was seconded by Beth Partlow. All members of the Board voted in favor of the amended meeting minutes.

Sheila Holman, seconded by Myra Reece, made a motion to approve the October 17, 2014 Board Meeting minutes. All members of the Board voted in favor of the meeting minutes.

Sheila Holman, seconded by Rich Weber, made a motion to approve the October 17, 2014 Annual CAPCA Business Meeting minutes. All members of the Board voted in favor of the meeting 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 November 2014.

Rich proposed a budget for 2015. The budget was developed assuming no increase in fees for CY 2015. Beth Partlow, seconded by Sheila Holman, made a motion to approve the 2015 budget. All members of the Board voted in favor of the 2015 budget.

Contracts for future CAPCA conferences were discussed. CAPCA has contracts with the Hilton and Grove Park Inn through CY 2020. Connie was asked to begin negotiations for CY 2021 as the board prefers to have contracts in place for at least six years into the future.

Storage of QuickBooks in the “Cloud” was discussed. The Board’s QuickBooks files can be put in Dropbox, a Cloud website for storage and access of files. The Board agreed to move to Dropbox. Privileges will be discussed during the February 7, 2015 meeting.

IV. Fall 2014 Conference Review (Beth Partlow)

The Board reviewed the Survey Monkey results. The Board noticed a trend of decreasing industry attendance over the past couple of years. Two action items discussed as follows were generated from the review. NC (Sheila) and SC (Myra) agreed to develop and send letters to industry in each state to encourage their attendance. Randy Taylor took on the task to review Question 10 and contact as many people as possible as listed in Question 10 in regards to attending future CAPCA conferences.

V. Website and Facebook Page Update (Connie McElroy-Bacon)

The Board had a general discussion regarding the website and Facebook. It was decided that the board should obtain feedback for the Young Professionals Group regarding any additions to the website (i.e., Facebook, LinkedIn, Twitter, etc.). The board agreed to discuss this topic again during the February 7, 2015 meeting.

VI. Spring 2015 Conference Overview

- a. Beth Partlow reported that the program committee met in the morning. A full agenda was developed by the program committee.
- b. Contributors and Exhibitors: Duke Energy has agreed to be a CY 2015 contributor and has already paid. Ann will send out information to the past Contributors and Exhibitors in January 2015.
- c. Arrangements for Spring CAPCA – Connie and Ann will roll out all details via email in January.
- d. Booths: spaces increase from \$35 to \$50 (GPI Contract)
- e. Cancellations: CAPCA retains \$50 for any cancellations
- f. Security for Evening Events: It was worth the money for the event at Myrtle Beach. This will be discussed on a per event basis.
- g. Theme for Thursday Evening – will be determined during the February 7, 2015 meeting.
- h. Gifts for CY 2015 – will be determined during the February 7, 2015 meeting.

VII. Committee Updates

- a. Governance (Sheila Holman)
A flow diagram (color copy) was provided to the Board Members to address terms of the board positions as an insertion to the Directors manual. There was no update on the trademarking of the new logo.
- b. Five Year Strategic Plan (Randy Taylor)
Randy provided a final version of the plan for future use.

- c. Membership & Marketing (Randy Taylor)
 - i. 45th Anniversary Activities - Penny sent a message to Randy for the meeting that the Spring and Fall 45th anniversary activities came just under budget.
 - ii. Coordination with AWMA for 2015 Annual Conference in Raleigh – CAPCA members will be able to attend using the AWMA membership fee. CAPCA needs to develop a banner for a booth. Connie will look into finding a booth.
- d. Finance
There was no additional report.
- e. Young Professionals Group (YPG) Update (Randy Taylor)
The YPG will have a lunch meeting at noon on Wednesday, April 8th, 2015 at the Spring CAPCA meeting. The YPG will also be responsible for first session (CAA 101) on Wednesday afternoon.
- f. Tentative 2015 Committee Assignments (Beth Partlow)
See the list on the back of the agenda for the December 13, 2014 meeting.

VIII. Other Business

Brian is to add a tablet at the speaker podium at future conferences so that the moderator can review questions during the sessions. There was no other Board business to discuss.

IX. Future Board Meetings and Schedule

The next Board meeting will be held at 1 PM on February 7th, 2015 at the Grove Park Inn. The program committee meeting will be held the morning of February 7th at 10 AM.

The Board selected the dates for the Summer Board and program planning meetings at Myrtle Beach, SC. The meeting dates are June 13th and August 8th, 2015.

X. Closed Board Meeting

The Board went into executive session from 3:32 to 3:37 PM

XI. Meeting Adjournment

Sheila Holman, seconded by Beth Partlow moved to adjourn. All members voted in favor. The meeting adjourned at 3:37 PM.

Respectfully Submitted,

Dale Overcash
Secretary