



**CAPCA BOARD OF DIRECTORS MEETING**  
 Meeting Minutes  
 December 10, 2016  
 Grove Park Inn  
 Asheville, NC

<b>Board Members</b>	<b>Role</b>	<b>Present</b>	<b>Absent</b>
Dale Overcash	President	X	
Ross Smith	Vice President/Program Director	X	
Rich Weber	Treasurer	X	
Myra Reece	Secretary	X	
Mike Abraczinskas	2 <sup>nd</sup> Year Director	X	
Duane Mummert	2 <sup>nd</sup> Year Director	X	
Briggs Hamilton	1 <sup>st</sup> Year Director	X	
Kevin Nesbitt	1 <sup>st</sup> Year Director	X	
Beth Partlow	Past President	X	
<b>Staff Members</b>	<b>Role</b>		
Ann Daniel	Executive Secretary	X	
Connie McElroy-Bacon	Conference Coordinator	X	

<u>CAPCA Committee Members</u>	<u>Committee Represented</u>	<u>Present</u>	<u>Absent</u>
Carl Burrell	Planning/Arrangements/Events	X	
Max Justice	Governance		X
Penny Mahoney	Membership & Marketing		X
Fern Paterson	YP / Membership & Marketing		X
Randy Taylor	YP/Membership & Marketing/Governance	X	
Bill Lane	Finance/Program Planning	X	
Sheila Holman	Governance		X
Mark Hawes	Governance		X
<b>Melvin Stroble</b>	2017 First Year Director	X	
Jessie King	2017 First Year Director	X	
Blair Axley	2017 YP Leader	X	

**I. President’s Comments/Items** *(Dale Overcash)*

CAPCA Board of Directors meeting called to order by President Overcash at 12:57 PM

**a. Introductory Comments**

Dale thanked board members for their assistance and hard work during his year as CAPCA President - the organization continued to advance in several areas and he truly enjoyed his time as president.

**b. Welcome to New Board Members**

Dale welcomed our new 2017 board members (First Year Directors: Melvin Stroble, Jessie King; and YP Leader, Blair Axley).

**c. Confidentiality Agreements, Whistleblower, and Conflict of Interest Policies for Board Members and Volunteers**

Documents were distributed, discussed, signed and collected. Electronic copies will be sent to members not present.

- d. **Registration Software Package Update (Connie-McElroy Bacon)**  
Discussed issues with *Eventbrite* and the need to evaluate software that will easily integrate with Quick Books. *Lanyon Event* looks promising but Connie would prefer to conduct a trial run before switching permanently for conference use. A motion was made by Kevin Nesbitt (2nd, Beth Partlow) to authorize Connie to conduct a trial run of the new registration software for the February board meeting.
  - e. **Hotel Contracts Update (Connie-McElroy Bacon)**  
Hilton/Myrtle Beach is contracted through 2021; Grove Park Inn/Asheville is contracted through 2022. Indicating a desire for 5 year contracts.
  - f. **Myrtle Beach Overflow (Connie-McElroy Bacon)**  
Several fall conference attendees have expressed concerns with accommodations at *Ocean Creek*. A proposal has been requested from *Caravelle* so that a second overflow option can be offered to attendees.
  - g. **Survey Monkey Results (Randy Taylor)**  
Survey Monkey results of 2016 Fall Conference were reviewed and discussed. Highest response rate ever for fall conference (39%). A new question was suggested to identify business sectors represented by industry attendees.
- II. Secretary's Report** (*Myra Reece/Duane Mummert*)
- a. **Review / Approval of Minutes from October 12 & 14, 2016 Board Meetings and October 14, 2016 Annual Meeting.**  
Draft minutes for the October Board of Directors meetings and October Annual Meeting were distributed by Duane. Corrections/typographical errors were noted. Beth Partlow made a motion to approve with suggested corrections and the motion was seconded by Mike Abraczinskas. All members of the Board voted in favor of the minutes.
- III. Treasurer's Report** (*Rich Weber*)
- a. **Review of Current Financial Status**
    - 1. **2016 Actual vs. Projected Budget**  
Updated Profit & Loss report was distributed and discussed. Noted scholarships were not awarded in 2016. Overall, the CAPCA organization remains in good financial standing.

**2. 2017 Draft Budget**

Draft 2017 budget was reviewed and discussed. A few expenses were noted at 2016 levels plus a 2% inflation rate - food & beverage noted at 2016 levels plus 3.5% inflation rate. .

- b. Dues and Fees for 2017 Meetings (registration and booth rental)**  
Discussed the potential need to raise fees due to 50th Anniversary coming up in 2019. Fees were raised slightly in 2016 - holding off for now.
- c. Approval of 2017 Budget**  
Contributions to be adjusted to 2016 actual. A motion was made by Kevin Nesbitt (2nd/Ross Smith) to approve budget as written (can amend if necessary at February board meeting). All board members voted in favor.

**IV. Spring 2017 Conference (Ross Smith)**

- a. Program (Ross Smith)**  
Shared information from program meeting earlier this morning. Session chairs have been assigned. A spreadsheet with potential topics/speakers was provided.
- b. Registration (Connie McElroy-Bacon and Ann Daniel)**  
As discussed earlier, Connie is working with Derrick on exploring/utilizing new registration software.
- c. Contributors/Exhibitors (Ann Daniel and Connie McElroy-Bacon)**  
Discussed Attendify and potential "add-ons" for contributor recognition. Will keep discussing for now, and experiment more with Attendify. Will add a Survey Monkey question to gage interest of contributors to pay more with recognition on Attendify. Agreed to not raise fees for exhibitors.
- d. Arrangements (Connie McElroy-Bacon)**
  - 1. Food and beverage costs update:** Wine and coffee costs slightly higher (<2%)
  - 2. Parking/Internet:** See CAPCA website for parking rates. Internet will be free in rooms but not in the meeting space.
  - 3. Gifts/Other:** Several options were suggested - luggage tags, neck pillows, .....

## V. Committee Updates

### a. **Governance Committee (Beth Partlow)**

A draft document retention policy was distributed and discussed. Currently CAPCA does not have a document retention policy. Draft policy notes that documents will be transferred and maintained by the Secretary. Will add a historical relevance category. Additional comments due to Beth by the end of January.

### b. **Finance Committee (Bill Lane)**

Independent audit due this year (every 3 years). Annual review of investment policy is required and due by mid May (will discuss at February board meeting).

### c. **Membership/Marketing (Connie McElroy-Bacon)**

Discussed themes for upcoming 2017 CAPCA conferences. Recommended *The Roaring '20s* for spring and *The Spies the Limit* (Gadget's Galour!) for fall.

### d. **Young Professionals Committee (Blair Axley for Fern)**

Continue to have success with YP strategies. Will continue with lunch, 3 speakers scattered throughout the program and the corn hole tournament. Two new ideas: 1) YPs requesting a separate/dedicated message board for YPs 2) Golf outing and beginner golf lessons (will seek feedback on interest from YPs)

### e. **Tentative 2017 Committee Assignments (Dale Overcash)**

Document listing tentative committee assignments presented. Provide any comments back to Ross.

## VI. Other Business

### a. **Attendify for 2017 (Randy Taylor)**

Noted check payment for Fall conference has yet to be processed and cashed by Attendify - will cancel check and re-issue payment. A motion made by Kevin Nesbitt (2nd/Briggs Hamilton) for Randy to proceed with cancellation of check and re-issuance of payment. All board members voted in favor.

### b. **Board meeting dates in 2017**

1. February 4, 2017
2. Spring Conference - April 5 - 7, 2017
3. June 24, 2017
4. August 12, 2017
5. Fall Conference - October 11 - 13, 2017

6. December 9, 2017

**VII. Closed Board Meeting**

**VIII. Future Board Meeting & Schedule**

The next Board meeting will be **February 4, 2017** at the Grove Park Inn in Asheville, NC.

**IX. Adjourn**

Upon a motion by Kevin Nesbitt and a second by Briggs Hamilton, the meeting adjourned at 3:40 p.m.