



**CAPCA BOARD OF DIRECTORS MEETING DRAFT  
MINUTES**

December 8<sup>th</sup>, 2018  
Grove Park Inn, Asheville, NC

<b><u>Board Members</u></b>	<b><u>Role</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
Rich Weber	President	X	
Duane Mummert	Vice President/Program Director	X	
Bill Lane	Treasurer	X	
Kevin Nesbitt	Secretary	X	
Mike Abraczinskas	1 <sup>st</sup> Year Director	X	
Jessie King	2nd Year Director	X	
Barbara Sease	1 <sup>st</sup> Year Director	X	
Ronda Thompson	1st Year Director (pending)	X	
Khalid Ahlnady	1 <sup>st</sup> Year Director (pending)	X	
<b><u>Staff Members</u></b>	<b><u>Role</u></b>		
Ann Daniel	Executive Secretary	X (Facetimed)	
Connie McElroy-Bacon	Conference Coordinator	X	
Kristi Grigg	Accountant		X
Terry Bacic	Registration		X
<b><u>CAPCA Committee Members</u></b>	<b><u>Committee Represented</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
Dale Overcash	Marketing Governance Committee	X	
Carl Burrell	Marketing/Arrangements/Events	X	
Max Justice	Governance		X
Penny Mahoney	Membership & Marketing		X
Jenny Tang	YP / Members & Marketing	X	
Katlyn McIntosh	YP	X	
Randy Taylor	Marketing/Governance	X	
Beth Partlow	Marketing/Governance		X
Myra Reece	Finance/Program Planning		X

## **I. President's Comments** (*Rich Weber*)

- a. Call to Order
- b. Introductory Comments
- c. Welcome New Board Members Ronda Thompson and Khalid Alnahdy

Rich Weber called the BOD meeting to order at 1:00PM. Rich stated we have a full agenda and welcome Khalid and Ronda.

## **II. Secretary's Report** (*Kevin Nesbitt*)

- a. The meeting minutes for October 24 and 26, 2018 Board Meetings were not complete.
- b. Review / Approval of the October 26, 2018 Annual Meeting were not complete.

## **III. Fall Conference Wrap-Up**

- a. Attendance Trends (*Rich Weber*) Rich W. noticed a little bit of a attendance discrepancy -some appear to be double counted. He wanted to identify what are "others".
- b. Review Survey Monkey Results (*Randy Taylor*) Randy T. stated the survey monkey responses were diverse. One item of note was 15-20% were in the 0-5 years at CAPCA range. Regarding the session rankings- the Parker Poe mock trial stood out. Regarding the topics, nothing new on air sources. Tech session was good, the screens were mentioned by Rich again as being far apart. Connie mentioned there were complaints about no fresh fruit, but it is very expensive. The sports theme was again viewed as easy. Rich and Jessie asked a question be put on, "what can we do to make the experience better?".
- c. ID Any Action Items for Spring Conference- See Above

## **IV. Treasurer's Report** (*Bill Lane*)

- a. Review of Current Financial Status
  - 1. 2018 Actual vs Projected Budget Bill indicated we are looking at a negative, increased costs are the factor and fees are not keeping pace. There appears to be a shortage in registration fees. Looking at the number of people and what they pay. The key number is 700 attendees total between both conferences.

## V. Spring 2019 Conference (*Duane Mummert*)

### a. Program Development (*Bill Lane*)

1. Discussion was had on the Wednesday Morning Technical Session and PSD Basics and agreed this would be a good topic. Review was had of the other session topics and speaker assignments. It was agreed we should try to have VIP Speakers and discussion was had as to who that would be.

### b. Contributors / Exhibitors (*Ann Daniel and Connie McElroy-Bacon*)

#### 1. Contributor Program Review (*Jessie King*)

Discuss Dues and Fees for 2019 Meetings- Bill L. stated the key looking at 2019, the GPI is increasing their cost at a higher rate and other costs are going up as well. Bill identified four revenue sources- dues, sponsor, registrations, and booths. Bill also stated any new rates would be held in reserve until after the 50<sup>th</sup> expenses. Bill also mentioned it is difficult to count on sponsorships.

Revenue Generating Ideas (*Guest Speaker - Carrie Mummert*) Rich asked how we can reduce expenses. Jessie offered the idea of sponsoring dinners. In general, the BOD mentioned looking at increasing fees, Kevin mentioned sponsorship at lunch. Guest speaker Carrie suggested more contribution opportunities.

Fees increases were suggested for members, non-members, government employees, guests, and retirees. It was also discussed raising the hall booth cost in Myrtle Beach. Motion made by Kevin, 2<sup>nd</sup> by Barbara, passed by the BOD.

Contributor Levels- Duane and Jessie K. discussed sponsorship levels at other comparable conferences including a GA conference. Duane requested discussion on whether CAPCA should get rid of low levels of sponsorship and offer sponsorship packages with break-outs on pricing.

There was a suggestion of moving contributor levels to Platinum \$7,500, Gold \$5,000, Silver \$3,500, Green \$1,000 and a la carte contributors at varying levels for things like beverages, cups, food, and refreshments.

J. King made a motion to accept the new levels discussed above. Motion was seconded by Rich. Motion passed.

### c. Registration

Ann D. stated that registration for the Spring Conference will go live mid-January.

Bill L. asked to reconvene the discussion of the increased conference registration amounts, clarifying that there had been a scrivener’s error when computing the amount to be gained. He moved to amend the earlier motion on increased registration as follows:

**CAPCA 2019 Fees**

<b>Registration Item</b>	<b>Prior</b>	<b>New</b>	<b>Increase</b>	
Government/Retired	\$200	\$275	\$75	37.5%
Pre-Registration Member	\$275	\$395	\$120	43.6%
Pre-Registration Non-Member	\$325	\$525	\$200	61.5%
Registration Member	\$375	Deleted	NA	NA
Registration Non-Member	\$425	Deleted	NA	NA
Walk-in	None	\$575	\$150	40.0%/35.3%
Exhibit Booths	\$900/\$810	\$995/\$895.50	\$95/\$85.50	10.6%
Guest	\$25	\$50	\$25	100%
Guest	\$50	\$75	\$25	50%

Mike A. seconded the motion. Motion passed.

d. Arrangements (Connie M-B.) - Connie stated the theme for Thursday night is 50 Years of Magic. There will be jugglers and other magician themed entertainment. The Gifts for the 50<sup>th</sup> Anniversary are the battery-powered pop-up lanterns approved previously. Hotel Contracts are negotiated through 2023 for Hilton (Myrtle Beach) and Grove Park. Hilton is signed through 2023 and Grove Park contract is ready for execution by President. Connie met with Biltmore to see about moving conference in 2024 from Grove Park but Biltmore said it can’t accommodate walk-ins that aren’t already registered. This is an issue for CAPCA as we have many walk-ins.

**VI. Committee Updates**

a. Governance - Because of late hour and incoming bad weather (snow and ice), it was agreed that discussion of Document Retention Policy and Refund Policy would be deferred until February Board Meeting.

b. Finance Committee - Reference was made to the earlier Treasurer's report for update on Finance.

c. Membership and Marketing Committee Update - Rich W. stated that Penny was not able to make it today but that everything was very well organized for the 50<sup>th</sup> Anniversary Plans.

d. Young Professionals Committee Update (Jenny Tang) - Katelyn M. reported that the Winter Social Event for the Young Professionals would be sponsored by Bunnell-Lammons (BLE) and held in Greenville, SC. There was already planning of the YP event at the Spring Conference (corn-hole with keg beer).

## **VII. Other Business**

a. 2019 Committees (Duane M.) – due to the late hour and weather, it was agreed no discussion needed. The committee updates were handed out and are as listed in the handout entitled “2018 CAPCA Committee Assignments”.

b. Sign Confidentiality Agreements, Whistleblower, and Conflict of Interest Policies for Board Members and Volunteers (Rich W. and Ross S.) – This was deferred until February Board meeting.

## **VIII. Future Board Meeting & Schedule**

Next Board Meeting will be February 9, 2019 at Grove Park Inn, Asheville. Connie reminded everyone to get their rooms. It was discussed that it would be better to start earlier since most Board members come in the night before. It was agreed to start at 9:30 am instead of 10 am and possibly move up and shorten the lunch time to finish earlier in the day.

## **IX. Closed Board Meeting**

At this time, Rich W. moved to go into executive session to discuss contract issues. Bill seconded the motion. Board went into executive session. Board came out of executive session.

Discussion was had on the proposed compensation submittals from Ann D. and Connie M-B for 2019. Jessie K. moved to accept the proposals as written. Motion was seconded by Mike A. and motion passed.

## **X. Adjourn**

Mike A. moved to adjourn the meeting. Jessie K. seconded. Motion passed.  
Meeting adjourned at late in the afternoon.