



CAPCA BOARD OF DIRECTORS MINUTES OF  
 Program and Board Meeting (Grove Park Inn, Asheville)  
 February 4, 2023 @ 8:30 am

<b><u>Board Members</u></b>	<b><u>Role</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
Jessie King	Past President	X	
Mike Abraczinskas	President	X	
Rhonda Thompson	Vice President/Program Chair	X	
Tim Agner	Treasurer	X	
Amy Marshall	Secretary	X	
Fern Paterson	2 <sup>nd</sup> Year Director	X	
Rob VandenMeiracker	2 <sup>nd</sup> Year Director	X	
Margaret Sembos	1 <sup>st</sup> Year Director	X	
Ruth Albright	1 <sup>st</sup> Year Director	X	
<b><u>Staff Members</u></b>	<b><u>Role</u></b>		
Ann Daniel	Executive Secretary	X	
Connie McElroy-Bacon	Conference Coordinator	X	
Penny Neville	Bookkeeper		X
<b><u>CAPCA Committee Members</u></b>	<b><u>Committee Represented</u></b>		
Kevin Nesbitt	Governance		X
Dale Overcash	Governance	X	
Carl Burrell	Arrangements/Events		X
Rich Weber	Governance	X	
Sanjam Singh	Young Professionals	X	
Pierce Werner	Young Professionals	X	
Randy Taylor	Marketing	X	
Beth Partlow	Marketing/Governance	X	
Mark Hawes	Governance		X
Melvin Stroble	Young Professionals	X	

### President's Comments (Mike Abraczinskas)

- a. Call to Order 8:37 am
- b. Review of agenda, no changes were suggested to the agenda
- c. Welcome to new Board members for 2023 (Margaret Sembos & Ruth Albright)
- d. As we talked about in November board meeting, we have made some changes to trim costs and keep CAPCA in good financial standing

### Presentation of CAPCA Strategic Plan (Jessie King)

- a. We haven't done a strategic plan in awhile so we were overdue, Kristy Ellenburg assisted with development
- b. Focuses on where CAPCA is going, how to maintain good things, adjust things that need to change
- c. How to improve CAPCA and increase membership and conference attendance, also increase member involvement
- d. It's a working document
- e. Mission – build relationships, exchange information – inclusive forum
- f. Vision – enrich environmental professionals
- g. Values guide the plan
- h. Strategies and tactics in the plan were discussed
- i. Need more effective committee activity/participation, perhaps focus on one committee during each board meeting
- j. Discussed additional engagement activities both during and outside of the conferences
- k. We need to do more on social media, before and during the conference
- l. Discussed better training/management of changing board roles as topic for November meetings
- m. Need to develop marketing and communications plan with metrics
- n. Discussion on whether CAPCA members want to be more involved outside of conferences, reasons why members come/don't come, what should we try/how do we measure what works, are there topics to add that would increase attendance
- o. top priorities: update board manual - Jessie, financial planning – financial committee, firm up committee assignments and be more effective by assigning action items and due dates - Mike, social media activity improvement as part of marketing plan – marketing committee

Ruth Albright moved to approve the strategic plan as presented, recognizing it is a living document, Tim Agner seconded. Board voted to approve at 10:54 am.

### Establish 2023 Committees (Mike Abraczinskas)

- a. We should do the committee assignments in November going forward
- b. Governance committee – led by current past president; members are: Jessie King, Kevin Nesbitt, Rich Weber, Dale Overcash, Beth Partlow, Mark Hawes, Randy Taylor
- c. Finance committee – will be co-chaired by secretary and treasurer; members are Amy Marshall, Tim Agner, Rhonda Thompson, Connie McElroy-Bacon, Ann Daniel; internal financial review annually and we will need an external financial review in 2023 for CY 2022
- d. Contribution sub-committee – new. Engage with prior and prospective contributors. Members: Ann Daniel, Connie McElroy-Bacon, Fern Paterson, Rob V, Jessie King. We will ask Kevin Nesbitt to lead it.

- e. Program committee – whole board with vice president leading it.
- f. Membership and Marketing – Ruth Albright volunteered to lead it. Members: Sanjam Singh, Melvin Stroble, Ann Daniel, Connie McElroy-Bacon, we should find some members that are not on the board.
- g. Young Professionals – Sanjam Singh chair, Pierce Werner co-chair, Melvin Stroble is the board liaison. Want two more members – Nathan Daniel and another. A few past presidents should go to YP lunch.

#### Secretary's Report (Amy Marshall/Tim Agner)

- a. Review and approval of minutes from November 19, 2022 board meeting: minor corrections were discussed, Ruth Albright moved to approve the minutes with the amendments discussed, Fern Paterson seconded, the board voted to approve the minutes.

#### Treasurer's Report (Tim Agner/Rhonda Thompson)

- a. Overview of current financial status: checking account and money market balances provided.
- b. Whova sends us money for conference registrations as they come in. We are ahead of where we were at this point last year in advance registrations and room block and we already have 30 exhibitors for spring.
- c. 2023 Budget draft provided. Last year we overestimated conference attendance in the budget. Differences from last year's budget were discussed, including cost savings measures like eliminating the summer board meeting at Myrtle Beach Hilton (will be virtual instead), only meeting the food minimum for meetings, no paper programs, no Friday lunch, no giveaways. Speakers will pay a reduced registration fee instead of being free. Some adjustments were made to the budget to balance it. Legal services struck, contributions increased, program typesetting added.
- d. Tim Agner moved to approve the amended budget, Margaret Sembos seconded the motion. Board voted to approve the budget.

#### Contributors (All)

- a. Discussed making calls to past and prospective new contributors. We have several that have already paid or committed.

#### Spring Conference Agenda (Rhonda Thompson)

- a. Program and Speakers almost set, finalize by Feb 10
- b. Will Publish Agenda by February 14
- c. Computer Assignments set
- d. Later start time on Friday, compliance shorts on Weds, gift cards at end of conference to try and keep people there until the end

#### Spring Conference Arrangements (Connie McElroy-Bacon & Ann Daniel)

- a. Got registration open earlier than last year
- b. Current registration and exhibitor counts – so far 30 exhibitors for spring, 7 for fall (hoping for 50); 100 registered for conference, 2 for workshop, 16 guest meals, 11 for golf

- c. Food and beverage will only be at contracted minimum (which GPI reduced)
- d. Hotel arrangements – 502 room nights reserved so far (180 on Thursday night so many have reserved hotel and not registered yet)
- e. Discussed location alternatives, if we leave GPI we can't come back at the same prices (we get preferred pricing since we have been coming to the GPI for many years) – Connie to present options at June meeting for GPI and other locations
- f. Promotional items – no new ones, will give away leftovers from prior conferences at the end
- g. Thursday evening theme – aliens
- h. Melvin to coordinate taking and saving pictures since Harvey retired

## Committee Updates

- a. Finance
  - Results of 2021 Financial Review (Rhonda Thompson) – conducted in November 2022, report was provided, only discrepancy was a \$2 overpayment, recommendation to ensure all invoices and receipts and all documents sent to accountant for taxes are in drop box
  - An external financial review for calendar year 2022 is needed in 2023 – action item to reach out to Bredingham Group after the spring conference
  - Tim to reach out and provide accountant information for taxes
- b. Governance (Jessie King)
  - Signed Confidentiality Agreements, Whistleblower policy, and Conflict of Interest policy for 2023 Board members and volunteers
- c. Membership and Marketing
  - Committee leader (Ruth Albright) to have conference call after this meeting
- d. Young Professionals (Sanjam Singh & Pierce Werner)
  - Will meet with Melvin Stroble and come up with action plan to share at April board meeting following the conference

## Other Business

- WHOVA set up includes the app – will open the app prior to the spring conference but it only includes 6 presentations so we will post presentations on the website again the day of the session and the speaker bios

Ruth Albright moved to go into closed session, Jessie King seconded the motion, the board approved and we went into the Closed Board Meeting at 2:05 pm.

Fern Paterson moved to come out of closed session, Rob V seconded the motion, the board approved and we came out of closed session at 2:18pm.

Tim Agner moved that the board accept the 2023 proposals from Connie and Ann as written, Ruth Albright seconded the motion, the board voted to approve.

Tim Agner moved to adjourn the meeting, Ruth Albright seconded the motion, the board voted to adjourn at 2:20pm.

Submitted by Amy Marshall, Secretary  
February 4, 2023