



CAPCA BOARD OF DIRECTORS MEETING

February 7, 2015

Asheville, North Carolina

The CAPCA Board of Directors met at 1:00 pm at the Grove Park Inn in Asheville, North Carolina on February 7, 2015. The meeting was called to order by President Beth Partlow at 12:54 pm. The following were present at the meeting.

<u>Board Members</u>	<u>Role</u>	<u>Present</u>	<u>Absent</u>
Beth Partlow	President	X	
Dale Overcash	Vice President/Program Director	X	
Rich Weber	Treasurer	X	
Ross Smith	Secretary	X	
Myra Reece	2 nd Year Director	X	
Bill Lane	2 nd Year Director	X	
Mike Abraczinskas	1 st Year Director	X	
Duane Mummert	1 st Year Director	X	
Randy Taylor	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	
Fern Paterson	YPG / Membership and Marketing	X	
<u>Guests</u>			



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AGENDA
February 7, 2015
Grove Park Inn
Asheville, NC

I. President's Comments (*Beth Partlow*)

- a. Introductory Comments
 - i. BP clarified her new e-mail address
- b. Confidentiality Agreements, Whistleblower, and Conflict of Interest Policies for Board Members and Volunteers
 - i. Documents distributed, signed, and returned to Rich Weber for individuals not present at the December 2014 meeting.
 - ii. Rich Weber discussed cloud access to documents and related editing rights for officers. RW will distribute link.

II. Secretary's Report (*Dale Overcash/Ross Smith*)

- a. Review / Approval of Minutes from December 13, 2014, Board Meeting
 - i. Dale Overcash distributed the minutes for the December 13, 2014 Board meeting.
 - ii. Section VI (d) – add GPI contract reference.

- iii. Mike Abraczinskas made a motion to approve the December 13, 2014 Board Meeting minutes with the requested change and the motion was seconded by Myra Reece. All members of the Board voted in favor of the amended meeting minutes.

III. Treasurer's Report (*Rich Weber*)

- a. Review of Current Financial Status
 - i. Rich Weber provided an overview of the current budget situation.
 - ii. P&L 2014 Actual, P&L 2015 Budget, and Year End balance comparison documents were distributed
 - iii. The organization is in good financial standing as of the end of January 2015. Positive variance to 2014 budget, just under target,
 - iv. Walk-In and "Late" registration rate was discussed – tabled any action until December 2015 meeting, applicable to 2016.
 - v. Form 1096 (IRS) file related to tax exempt / non-profit: Rich Weber will forward document to Beth Partlow for review and signature.

- b. Finance Committee Update (*Bill Lane*)
 - i. Internal audit is planned for completion by end of 1Q-2015
 - ii. Management of assets discussion
 - a. Committee to evaluate alternatives for return on accounts
 - b. Need to update conference cancellation liabilities related to coverage assets.

IV. Website Update (*Connie McElroy-Bacon*)

- i. Fern Paterson will provide Connie McElroy-Bacon with Young Professional Group (YGP) announcement for the luncheon scheduled for Wednesday of Spring Meeting. Announcement will be posted on the website.

V. Spring 2015 Conference

- a. Program update (*Dale Overcash*)
 - i. Dale Overcash reported that the program committee met in the morning.
 - ii. CAA reform meeting space needed – will use same space as YPG luncheon
 - iii. EPA – Stan Meiburg invited – NC/SC Chamber speakers identified as alternate
 - iv. Thursday PM session extended to 5:30PM (Q&A) – Symposium schedule adjusted to 6PM – 8PM.
 - v. Dale Overcash will provide program topics to Connie McElroy-Bacon for posting.
 - vi. Session descriptions and speaker information due to Dale Overcash by 02/24/15, then submitted to Ann Daniel by 03/02/15.
 - vii. Q&A during sessions : e-mail submission to tablet with assignments for screening (not session moderator)

- b. Contributors and exhibitors (*Ann Daniel and Connie McElroy-Bacon*)
 - i. Exhibitor booth status: Ann Daniel reported current exhibitors – 29 of 54 for Spring meeting and 20 of 72 for fall meeting. Two cancellations received.
 - ii. Contributions: \$3,000 current with several others pending.

- c. Registration (*Ann Daniel and Connie McElroy-Bacon*)
 - i. Friday luncheon: question to registrants during registration to determine projected attendance for Friday luncheon. Tickets will be printed and distributed.

- d. Arrangements (*Connie McElroy-Bacon*)
 - 1. Thursday Theme
 - i. Mardi Gras or “Take Me Out To The Ballgame” – baseball theme selected
 - ii. Gift: baseball cap with logo or cooling towel with logo
 - iii. Diamond page with baseball stickers for exhibitor focus – Ann Daniel will coordinate
 - 2. Parking/Internet
 - i. Parking rates for GPI will be posted on the website
 - ii. Internet: GPI indicated that wireless internet will not be available gratis in the meeting area (Connie McElroy-Bacon will investigate)
 - iii. Hard-wired internet connectivity to be provided for the speakers / presenters.
 - 3. Gifts / Other
 - i. Spring meeting: baseball cap or cooling towel
 - ii. Fall meeting: insulated travel mug
 - iii. Banner discussion – Connie McElroy-Bacon to facilitate artwork design
 - iv. 2021 Contract development: significant increase in GPI room rates. Board will consider alternatives.
 - a. Approximately 27,000 sf total required meeting space: 11,000 sf exhibitor hall, 400 seating for meeting room, and lunch space

VI. Committee Updates

- a. Governance (*Randy Taylor*)
 - i. Signatures on forms referenced in I.b.

- b. Membership and Marketing (*Penny Mahoney*)
 - i. Spring meeting theme referenced in section V.d.1.i.
 - ii. Coordination with AWMA on 2015 Conference:

CAPCA members will be able to attend using the AWMA membership rate.
CAPCA to provide list of members to AWMA.
Schedule for AWMA conference: June 22-25, 2015.
CAPCA to develop a banner for a booth. (see V.d.3.iii). Business cards, banner, brochure for booth (Ann Daniel to forward past brochure to Penny Mahoney, focus message on industry). Need volunteers to man the booth (Penny Mahoney to coordinate).
 - iii. Other items for committee consideration in 2015
 - Letter from States to permit holders
 - Review cooperating organizations
 - YPG consider LinkedIn group with CAPCA correspondence
 - Removed Facebook / Twitter from list

- c. Young Professionals Committee Update (*Fern Paterson/Randy Taylor*)
 - i. The YPG will have a lunch meeting at noon on Wednesday, April 8th, 2015 at the Spring CAPCA meeting.
 - ii. The YPG facilitating first session (CAA 101) on Wednesday afternoon.
 - iii. Fern Paterson discussed opportunities for YPG networking (as group and with overall membership)

VII. Other Business – n/a

VIII. Closed Board Meeting – n/a

IX. Future Board Meetings & Schedule

The next Board meeting will be held at 8AM on April 8, 2015 at the Grove Park Inn prior to the start of the Spring Conference.

The summer Board and program planning meetings at Myrtle Beach, SC are scheduled for June 13th and August 8th, 2015.

X. Adjourn

Motion by Dale Overcash to adjourn, seconded by Bill Lane. All members voted in favor. The meeting adjourned at 3:51 PM.

Respectfully Submitted,

Ross M. Smith
Secretary

2015 Committees

Governance

Randy Taylor – Leader Sheila Holman Mark Hawes
Beth Partlow Max Justice

Mission: to address issues regarding the governance of the organization and make recommendations to the Board of Directors.

Tasks

- Address any issues related to governance of the organization and its administration
- Evaluate staffing, responsibilities, and needs for services and make recommendations to the Board

Finance

Bill Lane – Leader Rich Weber
Ann Daniel Beth Partlow
Connie McElroy-Bacon Duane Mummert

Contribution Subcommittee – Beth Partlow, Dale Overcash, Ann Daniel, Connie McElroy-Bacon

Mission: Provide financial oversight of CAPCA organization to include satisfying audit requirements.

Tasks:

- Develop operating budget for 2015 and beyond
- Increase contributions
- Conduct financial audits

Program Planning

Dale Overcash – Leader Beth Partlow
Randy Taylor Ross Smith
Bill Lane Myra Reece
Duane Mummert Mike Abraczinskas
Rich Weber Fern Paterson

Mission: To organize two technical conferences

Tasks:

- Plan agenda and obtain speakers
- Provide timely information for meeting announcements

Membership and Marketing

Penny Mahoney – Leader Randy Taylor
Carl Burrell Myra Reece
Max Justice Connie McElroy-Bacon
Mike Abraczinskas Fern Paterson

Mission: Address membership needs and benefits; maintain/increase membership, foster relationships, communications and diversity; scholarships

Tasks:

- Organize subcommittees as necessary (i.e., communications, scholarship, membership)
- Plan and implement 45th Anniversary Celebration
- Serve as liaison between CAPCA and AWMA as the planning continues for the 2015 Annual Conference and Exhibition in Raleigh
- Evaluate scholarship process and make recommendation to Board
- Awards and recognition
- Oversee website publicity
- New members outreach
- Relationship building
- Sensitivity marketing to groups
- Involvement with other groups?
- Meeting members needs
- Education opportunities for students