



FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL
BOARD OF DIRECTORS MEETING
MINUTES

17th June, 2014
Conference Call

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In Attendance

Officers

*Mr. Jonathan Doughty, FCSI
President
(Coverpoint Consultancy)*

*Mr. Jim Petersen, FCSI
Secretary/Treasurer
(C.i.i. Food Service Design)*

Staff

*Mr. Nick Vaccaro
Executive Administrator*

Directors

*Director of Special Projects
Mrs. Clara Pi, FCSI
(PYNEH, HK Hospital Authority)*

*Mr. Martin Rahmann, FCSI
(Agere. Beratung für nachhaltigen Erfolg)*

Allied Representatives (Non-Voting)

*Mr. Martin Ubl
(MKN Maschinenfabrik Kurt Neubauer
GmbH & Co. KG)*

*Mr. Greg O'Connell
(Moffat)*

*Mr. Eric Von Kaenel
(Unified Brands)*

Guests

*Mr. Edwin Norman, FCSI
FCSI WW Immediate Past President
(MVP Services Group, Inc.)*

Absent

*Ms. Toni Clarke, FCSI
(RT Hospitality Solutions)*

*Mr. William Taunton, FCSI
(Gastrotec S.A.)*

FCSI's Vision

“FCSI is the global leader in foodservice and hospitality consulting”

FCSI's Mission

“To promote professionalism in foodservice and hospitality consulting while returning maximum benefits to all members”

Brand Slogan

“We Share, We Support, We Inspire”

1.0 Call to Order and Opening Remarks:

The meeting was called to order 8:05 a.m. (eastern time) at which time President Jonathan Doughty, FCSI welcomed everyone to the call and thanked everyone for participating in the meeting. Noting that there was quorum for conducting official business Jonathan requested that the meeting begin with the first agenda item.

2.0 Approval of 7th & 8th February, 2014 Board Meeting Minutes

The minutes of the 7th and 8th February, 2014 call were discussed. There were no additions or corrections.

Jim moved to accept the FCSI WW 7th and 8th February, 2014 board meeting minutes, seconded by Clara and approved unanimously.

3.0 Review and Approval of Finances

Nick reviewed the 2014 May-end finances as contained in the board materials. Specifically he covered the 31st May, 2014 balance sheet and budget to actual spreadsheets to inform the board as to how the Society finished through the first five months of the year. Examining the draft cash flow statements Nick noted that the WW finances are continuing to follow the budget as planned. The loan from the Educational Foundation as well as the profit share from the *Foodservice Consultant* platform of products continue to provide a healthy cash flow.

Clara moved to increase the monthly contribution to the reserve savings account from \$6,000 to \$10,000 beginning in July 2014, seconded by Martin R. and approved unanimously.

Jonathan moved to accept the FCSI WW financials through 31th May, 2014 as presented in the board materials, seconded by Jim and approved unanimously.

4.0 Communications/Publications

4.1 Foodservice Consultant 2014 Review – Financial Forecast & Content

Jonathan reviewed with the board the financial position of the magazine and the other communication pieces of the *Foodservice Consultant* program. The revenues continue to grow in both the print pieces and the online productions. Income booked for 2014 is

currently at USD \$756,620, based on an annual budget of \$713,000. Jonathan said that advertising revenue will likely exceed the \$800,000 by year-end, exceeding everyone's expectations. The advertising breakdown by division is approximately \$390,000-TAD, \$215,000-EAME, and \$150,000-APD.

4.2 *Foodservice Consultant Smartphone/Tablet Application*

Jonathan met with PCP a few weeks ago and the App looks amazing. Development of the project has come along as planned. Formal testing will begin during the balance of June with a formal launch of the project to members during July. He explained in detail how the "Top 10 Projects" portion of the App will work, with members loading descriptions and photographs into the database. This will be an amazing functionality in the App for promotion of member's portfolio projects.

Jonathan asked Nick to distribute the key points of the PCP contract, end date, renewal date, etc. This way the board can review the contractual information in order to make decisions on how the Society should continue their relationship with the production company.

5.0 Council of Fellows

Jonathan had a call with AI a few weeks ago in which he notified AI that the WW Board had formally approved funding the CoF with a budget of \$10,000 per year. The CoF appeared to be very pleased with the financial support, which will be used mostly for meeting travel. The CoF agreed that a report will be submitted to the WW Board every three months on their progress.

Council of Fellows members have also agreed to appear in a series of videos in which they will share their experiences and knowledge. This will help secure their experiences for future generations of FCSI members. The WW Board thought this was a fantastic idea and looked forward to seeing this project commence.

Martin R. said that he saw AI and Gerhard Franzen when they met recently for four days in Berlin, Germany. A formal outline of that meeting, with relevant key talking points, will be sent to the WW Board very soon.

6.0 Educational Foundation

Ed announced to everyone that he has been appointed by the TAD Board to serve on the Educational Foundation Board of Directors. He has requested a number of background documents so that he can become more familiar with the history of the Foundation and how he will play a role in future success. The next board meeting of the EF is on 7th July and Ed said he would report on that meeting when the WW Board meets in London this September.

7.0 Global FCSI Partnerships

Jonathan reviewed the history of the Global Partnership project and then turned the discussion over to Ed, who has been charged with chairing the task force. Ed then reviewed the discussions which have been had to date, which outline how the corporate members would participate on a worldwide basis with the Society. The WW Board then discussed the options of tracking consultant specifications from the Allied members in

order to recognize the amount control consultants have over individual products. The goal would be to utilize the tax code to be best of our ability so that financial support by allied members is not viewed as the Society once again asking for more money. This could be accomplished by partnering with the Educational Foundation on the project.

Jonathan requested that this project be finalized at the September board meeting so that it can be promoted for conversation in early 2015. He requested that Ed Norman be invited to participate in the September board meeting, and possibly during 2015, in order to help facilitate Global Partnerships.

8.0 Global Conferences – G/L Events

Jonathan reported on how the G/L Events contract would have played out if the agreement would have been signed. He said the Society must utilize programs like this in order to promote the WW brand.

Clara moved to reactivate the G/L Events proposal, which will be fully supported by the WW Board, with the understanding that there will be no out of pocket expense for the signing of the contract, seconded by Martin R. and approved unanimously.

The WW Board reserves the right to “opt out” of any of the shows they think are not in the best interest of the Society.

9.0 Unfinished Business

There was no unfinished business brought before the board.

10.0 New Business

Jonathan reviewed the dates for upcoming board meetings.

2014

11th & 12th September, 2014 in London.

2015

The first board meeting of 2015 will be on 25th March, 2015 the day before the EAME Conference in Seville, Spain. The EAME event will be 26th-29th and hotel/meeting information will be sent out to board members when it is made available by the EAME office.

The board talked about the option for once again hosting a worldwide conference beginning in 2016. This item will be placed on the September board meeting agenda for discussion.

11.0 Adjournment

Clara moved to adjourn the meeting. Seconded by Martin R. and the meeting was adjourned at 10:30 a.m. (eastern time).

Meeting minutes recorded by N. Vaccaro on 06.17.14.

<i>FCSI WW Board Meeting Action Register</i> Conference Call – 06.17.2014			
Action	Responsible	Due Date	Date Completed
Draft board minutes and send to board.	Nick	06.22.14	
Draft action list and sent to board.	Nick	06.22.14	
Increase monthly reserve transfer to USD \$10,000.	Nick	07.05.14	
Distribute key points of PCP contract to board members.	Nick	06.25.14	
Work with Council of Fellows on video production project which shares their experiences and knowledge for future generations.	Jonathan	12.31.14	
Report to WW Board on the Educational Foundation Board meeting held on 7 th July.	Ed	09.11.14	
Reactivate the G/L Events contract following the specifications outlined by the Board.	Jonathan	06.25.14	
Forward detailed information regarding the March 2015 board meeting in Seville, Spain when made available by the EAME office.	Nick	09.11.14	
Work to draft the Global FCSI Partnership documents and bring them to the board for review. The plan is that the first global partner will be in place by 2015.	Ed Clara Jonathan	09.01.14	
Investigate merchandizing of the FCSI brand and what is useful to the FCSI members (i.e. card holders, shirts, folders, lapel pins).	Martin R.	09.01.14	
Draft the 2015 budget.	Jim Nick	09.01.14	

Action Register drafted by N. Vaccaro on 06.17.2014.