

TAPPA BOARD MEETING

Meeting Date: February 27, 2016

Meeting Location: Embassy Suites San Antonio Airport Hotel
Mesquite Room

The meeting was called to order at 9:10 a.m. by James G. Norcom III, President.

Board Members Present:

- Robert "Rob" Ramirez – Immediate Past President
- James G. "Jim" Norcom, III – President
- Bettie Simpson-Weeks– Vice President
- Sallie Spotanski – Secretary/Treasurer
- Mike Billingsley – IT Information Services Director
- Michael Brantley - Director
- Yana Stephens - Director
- Mike Feyen – Director
- Robert "Bob" Casagrande – BP Liaison

Board Members Absent:

- Rhonna Endres – BP Liaison – unable to attend

Guests:

Gloria Fuller – TAPPA Event Administrator
Shelton Riley – 2017 Host
Hollis Dyer – 2017 Host

President: - Jim Norcom

Jim welcomed everyone to the meeting and the first order of business is for any comments or corrections to the draft minutes from the October, 2015 Board Meeting. A motion was made by Bettie Simpson-Weeks and seconded by Mike Feyen to accept, motion carried unanimously.

Jim stated we would "move on" to the officer's report.

OTHER OFFICERS REPORTS:

Immediate Past President: Robert Ramirez stated he had nothing to report as Immediate Past President but would have something under the Special Awards Committee Report.

President: James G. Norcom, III

Jim announced he had nothing to report at this time but later on in the meeting he additional comments will be made regarding the enhancement from his report last July. He will be using that report as a "base line" for his report and conference report.

Vice President: Bettie-Simpson Weeks

Bettie had nothing to specifically report as Vice-President but would be giving a report under the committee reports.

Secretary-Treasurer Report: - Sallie Spotanski

Sallie stated she had emailed everyone a copy of the information which had been entered into QuickBooks and also the Excel Spreadsheets for the period of May 1, 2015 (which began our new fiscal year through January 31, 2016). A copy of the January 31st bank statements were also brought for anyone to look at. A recap of the January 31st bank statements show:

Treasurer's report as of January 31, 2016:

- Account 0525 (Main) - \$44,753.95
- Account 1837 (Merchant) - \$190,658.84
- Account 4750 (Savings) - \$12,414.18
- Account 1639 (Scholarship) - \$6,015.24
- **Sub Total - \$253,842.21**

Conference Accounts:

- Account 8127 (2016 Conference) - \$74,522.27
- Account 9649 (2017 Conference) - \$18,000.00
- **Sub Total - \$92,522.27**

- **Combined Total - \$346,364.48**

Sallie stated information entered into QuickBooks, Excel are exact and agree with the bank statements for all accounts. A motion was made by Rob Ramirez and seconded by Michael Brantley to accept the treasurer's report, motion carried unanimously.

Immediate Past President – Rob Ramirez

No report available given due to Rob's absence

Interim Vice President: - Bettie Simpson- Weeks

At this time Bettie did not have anything to officially report as Vice-President since she was just elected to serve as Interim Vice President.

However, she gave a brief explanation of her experience and stated that she would not be seeking election at the upcoming conference for Vice President's position. She mentioned she was very grateful and thrilled for the confidence the board had in voting for her as Interim Vice President and was pleasantly surprised regarding her nomination. She will continue to move ahead with the visions and goals which Jim has initiated and hopes to "play ideas off each other" and continue to give support to TAPPA and the board. She will be supportive to all committees and will help in any way she can.

Bettie stated she will be speaking with Rick regarding the progress he had made until his resignation and will give a more formal report at the next board meeting.

IT Director: - Mike Billingsley

Mike announced he would have a presentation later on in the meeting under his Website Committee Report but at this time he had nothing to report.

Jim stated since our last board meeting he had created an Executive Committee which is made up of some officers and had created a finance committee which Terry Pritchett was appointed as chair. Jim stated he would start the committee reports with the Finance Committee Report:

Committee Reports:

Finance Committee – Terry Pritchett, Chair

Terry presented an overview of a preliminary budget after working with Gloria and Sallie for next year. What the budget entails is what he and Gloria discussed a few weeks back regarding what the “net” revenue is likely to be for the 2016 conference.

Within the net revenue, Terry stated he used as a reference of the 2014-2015 conference to understand fully understand what our expenses would be. At this time we do not have all expenses for this year. He quickly walked through the variable and fixed expenses which we have, so we understand what our net expenses will be for the next fiscal year so we will know what monies we have to operate with. Terry explained that we start each conference year with “seed money” and generally have some fixed costs.

Terry stated the cost for each of the board meetings is somewhere between \$5,500-\$5,700, depending on the number of people who show up. In years past we have either had two or three of these board meetings. We normally met once in the summer, again in October or November and then in February. Terry proposed to reduce expenses by meeting only twice a year, once in October or November and then again in January or February. Also, based upon the CPA's suggestion all of the board meetings expenses while attending the conference will be under the conference expense.

Gloria added an additional comment that the figure showed in the Terry's presentation is based upon “if we get the number of attendees, booth spaces and sponsorships” projected. If we get more sponsorship then the figure goes up. Bob asked what the gross revenue will be. Gloria replied it was impossible to say as she won't know that figure until the conference. Terry explained the estimated figures shown in his presentation is what booth spaces and sponsorship items had been sold and also included attendees who registered at this time minus the food, hotel, etc.

Gloria stated she did not send out all reports available; however, she could provide some additional information momentarily to Bob.

In the meantime Jim passed the gavel to Bettie so he could address the board. Jim commented since he had been involved with the board he had never seen an operating budget. Not just looking at the conference but what it takes to operate the association. In order to have a budget there has to be some “base line”. What our budget is, what our operating costs and conference costs are. Jim mentioned gave a “drill” to Terry to come up with a plan which would allow us to know what our costs are and to give guidance to the event planner for next year's conference as to what TAPPA would like

to see profit wise. Jim stated this year (2016) is set but next year (2017) we hope to do better in terms of knowing what our outcome will be.

Terry went on to explain other expenses, storage unit space, office supplies, marketing, other administrative expenses, telephone, printing, etc.

Based projected net revenue and current expenses that leaves us with a net balance of \$212 on the positive side. One of the things Terry wished to discuss for clarity sake based upon the projected net revenue and next expenses is that this year (2016) TAPPA does not fund scholarship matching. One of the areas highlighted in his presentation was zero noted for matching scholarships.

Jim stated he understood the base line for Terry's recommendation and that we had a section in our by-laws which states the board can determine if there will be matching funds available. The board has a responsibility to say "we really don't have enough funds and we don't want to do one if we can't support all. As we build our treasury back up then we can offer the matches.

Gloria provided additional information to Bob and the rest of the board and stated that between an estimated \$192,250 to 216,075 could be seen as revenue, again this depends upon registration, sponsorship, etc. Gloria stated that about two-thirds of the business partners received the early registration discount and also early registration is available for facilities personnel. Normally, the early registration date is January 15th. Rob inquired was the presentation Fort Worth's figures or College Station and Gloria replied with College Station figures.

Mike stated the cost associated with PowWeb could be deducted from the expenses. Bob inquired if the conference cost would be around \$117,000 to \$120,000 this year and Gloria said "yes".

Terry said the committee developed the "base line" the way they did was for several reasons. One of things which had been discussed was, what should the ultimate profit be after expenses? For an example "matching funds on scholarships" we have to continue giving Gloria guidance what our ultimate net revenue should be so she can project the packaging for the booths. As we go into each of the conferences, the way we determine our revenue is how we "cost" out the booths etc. Up to date the board has really never given Gloria any guidance on what her goal is to come out.

Another one of the things Terry mentioned was we need to discuss today what we want our net revenues to be. Of course, what that does is to look at the different costs associated with the conference. Terry mentioned he and Gloria had talked extensively as an example where the conferences will be held (various cities). One of the major cost we have for conferences is food. Terry asked Gloria to give a comparison of what the food cost was last year in Dallas and what the food cost will be this year and what they are projected to be next year in Fort Worth.

Gloria reported:

- Dallas (2015) - \$151,000
- College Station (2016) – estimated \$65,000 based upon anticipated registration 400
- Fort Worth (2017) - estimated \$115,000 (scaling back – possibly cutting breakfast or having a continental breakfast)

Questions arose why there was such a difference and Gloria explained it was because of the "venue". Hotel food prices are very high and they will not allow any food or beverage to be brought into the hotel. In addition, all of the hotels are going up with their food prices and this does not include A/V cost. Before there was very little A/V cost; however, the hotels are now contracting with a particular

vendor. The hotel would not approve the contractor which Gloria wanted to use for A/V. She had to use who they have a contract with and also the hotels are contracting their A/V out. The hotel gets a "kick back", thus whatever the contractor makes off TAPPA the hotel gets a percentage.

The committee is also looking into some ways to cut back on things in addition to registration costs, booth spaces, etc. Additional discussions were held about the various meals and costs associated with them. Due to limited space at College Station there is no room to have a buffet and Gloria stated it was more expensive to serve a buffet than having a sit down meal.

Rob made a suggestion, not having a meal on Monday night in 2017 but possibly having just a reception, this would allow attendees a choice of going out with colleagues or business partners. There would be about 2 to 2 ½ hours from the last educational session before casino night begins and should give everyone ample time plus reduce expenses.

Terry briefly reviewed the cost of the Casino Dinner for this year and Gloria announced for the 2017 Conference Casino Night would not be at the hotel as it is being held in the Stockyards at Rodeo Exchange. This establishment is across the street from where the 2009 Casino Night was held due to change in management at Pearls. Rob made additional comments and possible suggestions for ways to reduce expenses. Jim announced at the Executive Board Meeting held yesterday afternoon progress was made and looking at all the finances we don't know how many will show up for the conference. The attendance and participation has a huge impact on our finances and planning. Gloria stated facilities personnel always waited until the last minute to register. Jim emphasized we need our membership to show up; however, we need a projection which makes sense and that we are not wasting cost as we are just being hopeful.

Jim provided several suggestions as to how to network not only within our institutions but others institutions as well.

Jim asked Terry what his recommendations were for this year (2016) and Terry replied:

- Go to two (week-end) board meetings
- Do not match 2016 scholarship

Jim mentioned this year, particularly in Houston area, that he is asking his contacts instead of sponsoring scholarships to help with sponsoring other conference needs, example meals, breaks, etc. Gloria reminded everyone that TAPPA does not purchase any items unless we have a sponsor (example: conference shirts).

Jim asked Sallie how many institutions had applied for scholarships this year and Sallie responded, only 3 institutions had applied. Several comments and questions arose from this topic and Jim stated that TAPPA could provide scholarships from the funds not used from the previous year for this conference. Scholarships matters would be discussed later on in the meeting. Jim doesn't know why institutions are not using the scholarships being awarded but believes we need to improve our marketing.

Terry asked if anyone would like to be involved in the financial planning of the 2017 Conference to please let him know. His plans within the next week or so is to have a conference call and discuss ways to reduce expenses and increase net revenue for operating expenses. It is crucial that discussions include Gloria since preparations are already underway for the 2017 Conference and she needs to know to price the booths.

Robert suggested that we do not match funds at the 2017 conference but instead see how much is left and build up our reserves. Terry stated the larger picture is where we hold our conferences. If we continue to go to the big cities the expenses are more; however, if we go to smaller cities, then the issues arises of not enough meeting space, hotel accommodations and additional transportation cost. Robert asked Gloria what her opinion was for the best location to host our conference. San Antonio has a lot of options, Austin and Dallas is very expensive. In Fort Worth there are only 3 hotels and the Hilton is the only one that would deal with us. Gloria stated 2018 is in Austin and 2019 is in Houston.

Gloria stated due to the number of meeting rooms we require for our educational sessions, it is hard to find a hotel and exhibit space we need. The larger exhibit space we get the more booths we can have. Business Partners desire is to have everything in one location. She also mentioned that she had tried several times to "book" at the Omni in different cities and was told "we" were too small to book with them. The number of meeting rooms we book based upon the space ratio is the issue, as we normally only book about 475 sleeping rooms and it isn't beneficial to the hotel. Also, we must book at least two years out. Smaller towns cannot accommodate us.

Jim made a comment that we could possibly "think about" having our conference every two years as TCUF does. Jim thinks the committee has come up with some good recommendations and we need immediate action. Gloria stated the 2017 packet must be decided upon this week-end as the packet must be available for the 2016 conference.

Rob mentioned we must clear at least \$75,000 on the 2017 conference as this is our operating expenses.

Mike Feyen asked how our booth spaces compare to CAPP and other conferences. Rob commented our registration fee is about one third of the cost compared to others. Several comments were made by various board members and Jim stated for the sake of time, he would entertain a motion to accept the recommendation of the committee to:

- Go to two (week-end) board meetings
- Do not match 2016 scholarship

Jim stated Terry's report was for information only. The action items stated are we do not match 2016 scholarships and for 2017 we may or may not match, depending if funds are available. The base line being if any funds are left over from the 2016 Conference they will be rolled over to next year. Terry reminded everyone that we will only meet twice this coming year.

Bettie gave a booth space comparison which she had done research on between several organizations, two of which included CAPP and APPA and her comparison did not include registration fees for facilities and there was a vast difference of cost across the board. Bettie said our prices are considerably less than everyone else.

Terry suggests that we place some money into a savings instead of placing all of the money into the main operating account. Robert interjected and commented, the committee's recommendations was for the two items mentioned previously and did not include the projected budget. Robert added at this time, we do not know what our actual needs are. Our target is focused on operating expenses. In regards to marketing, it is going to take some time to find out our needs. Bettie stated this matter would fall under new business and this topic hasn't been discussed yet.

To close out Terry's report he stated the board had asked Sallie in July to take all of the expenses and place them into QuickBooks and that process turned out to be a much larger endeavor than what the board had originally anticipated. What is happening is, based on the CPA's recommendation, we are actually doing double/triple work. Sallie is actually entering all of the conference expenses which Cvent already tracks into QuickBooks, therefore, we really don't need to do this twice. Gloria is responsible for all conference accounts and she in turn provides the CPA with bank statements and receipts. At this time she is not only doing this for the CPA but also providing the same documents to Sallie so the same information can be entered into QuickBooks. Sallie, at the end of the fiscal year will also give all data to the CPA for preparing our tax returns.

Terry offered his apologies to Sallie and as Finance Chair his recommendation is to cancel this particular endeavor immediately or cancel the process at the end of this fiscal year. By doing so, this would allow the Finance Committee to look deeper into some solutions and to continue to provide what the president wants regarding providing a profit/loss, expenditure/revenue report which could probably be done without additional work being placed on Sallie.

Sallie stated she would like to complete all entries in QuickBooks through this fiscal year so TAPPA would have a complete report. At the end of the fiscal year, the program can be removed from her laptop and given to the finance chair.

Bob and Terry both agreed that Cvent provides detail financial for our CPA for IRS filings. Also Bob agreed having Cvent relieve the host institution from excessive spreadsheets which he and his staff experienced in 2006. Instead of distributing the massive reports which QuickBooks uses excel spreadsheets for the various accounts will be on the tables for the business partner luncheon.

Jim expressed his apology for the additional work caused during the past several months as his intent was to provide at the business luncheon a balance sheet for the association which is simple and not so complex to understand and read. His thoughts are to briefly say where we are financially and what plans we have for our future growth. He also thanked Sallie for her dedication in following through and not giving up.

The discussion continued and Jim stated his guidance to the Committee Chair is to see how we can get the CPA to provide us with the information which is not included in the Cvent print outs. Gloria stated there is a financial module in Cvent; however, it does not provide information for all of TAPPA's other accounts. It was noted Cvent cannot provide any operational information.

A motion was made by Robert Ramirez to accept Terry's financial report and also his recommendation to reduce operating expenses and no matching funds for 2016; also included is a reduction of quarterly meetings by one as he understood. Mike Feyen seconded the motion and the motion carried unanimously.

Mike Billingsley stated that he can design a document in excel by using the existing excel spreadsheets and the document which Terry has created to provide the information Jim with the information he can present at the April business meeting. The various sheets can be superimposed to provide a complete accounting. Bob summarized what is needed is some type of document which contains three things, balance, income and cash flow.

Jim charged the finance chair to work with Mike on this task and come up with an easy solution for his report at the conference. Terry will work with Mike and Sallie to obtain the sample budget that they come up with and Sallie will also be help. Jim announced at the end of the fiscal year QuickBooks will be terminated. Bettie commented that this decision was good since we would have a complete report

for our April Board Meeting. Mike stated we could use the same form every year and rename it something else. Terry liked Mike's suggestion and Terry said he would take care of it.

Jim stated we have a lot of committee reports to cover but this was a very important one.

Robert wanted to know if it is possible to entertain a motion for the recommendations and then table the projected budget for Fort Worth, later on today. Sallie mentioned since Hollis Dyer and Shelton Riley are the hosts for 2017 they could provide also provide some insight later on today. No motion was necessary since the projected budget for Fort Worth was under a planning discussion item.

Jim called a break at 10:17 a.m. and requested everyone to try and be back in 10 minutes due to other committee reports which needed to be covered.

Meeting resumed at 10:31 a.m.

Committee Reports Continued:

Business Partner: - Bob Casagrande, Chair

Bob stated that he has submitted his report from the Business Partner Meeting held at the 2015 Conference.

One of the concerns Bob is getting from the vendors is what is the value they are receiving from TAPPA for them to come to attend our conferences. If we don't have facilities people then we lose our business partners. In the past relationships had been developed over the years and our business partners would just show up. However, things have changed, individuals are retiring and new individuals are coming on board and are asking "Why are we spending money there and what value are we receiving?" This is something that we need to take a look at. Everything is related, we need more facilities to attend our conferences and look at marketing ways to support TAPPA.

Jim mentioned we needed to get an expert marketer to deliver our brand to both areas (business partners and facilities leadership). Jim is going to get in touch with Lander to see where our state chapters are in relationship to APPA. One of the values we have is to offer our certification programs, training, CEU's; that's the benefit of the facilities people attending TAPPA. Jim announced he heard yesterday that TAPPA had a platform but APPA cut the platform and APPA is trying to create a new platform in our region. What happens when we approach our AVP and are told I will support sending someone to TAPPA but we are not sending anyone out of state then we are in a losing battle. Jim will mentioned again that he will contact Lander so we will have a better connection with our parent company. Texas is special always has been and always will be. If we are going to have that name associated with Texas we need APPA's support.

Rhonna wanted to echo what Bob said, the make-up of facilities has changed.

- Make up of facilities has changed – greater number of facilities to attend and decision makers have opted to attend APPA instead thus staff is not motivated enough to attend TAPPA. (Jim made several comments regarding this statement, one of which being "if we don't continue to market TAPPA and what we offer." We must continue to offer leadership programs and training.
- Reach out to TCUF to do joint conferences
- Sponsoring & make up of whole conference has changed slightly....originally started with 7 tables for small businesses and now we are up to 17.

- Have a large number of sponsoring activities which previously didn't have as many....thinks it is more advantageous to "check" off box to pay as organizations do, for an example golf and other things. Jim mentioned these thoughts were passed on yesterday during the executive meeting. Rob also commented that most of these things had been spoken off line and we are aware of what some of the issues are. We need to provide more educational opportunities during the lean years when budgets are being cut. We need to get back to "networking" and comradery that we used to have and we also need to address what Rhonna just mentioned and how do we "screen" what we should or should not be buying. Needs to be a complete review of how our conferences are run. Not only who we market to, not just facility members, what courses do we offer, how to attract business partners and if they are buying the right sponsorships. There are a lot of questions which need to be answered. Bob added additional comments as we are having a difficult time getting sponsorships as once a sponsor purchases a table/booth space they are "pretty well set". Having to come back and ask for meals, golf, etc. Rhonna stated a business partner for example would rather pay \$2,000 instead of \$1,500 for the booth and not have to go through all of the other items. It is a lot easier to get it through the approval process through their company. Shift the costs into the booth cost and eliminate the huge list. Rob inquired as to "just build the package" and this is what is offered. Rhonna stated a lot of companies don't want to sponsor separate stuff. If you are paying for the exhibitor booth then you are in compliance.

Bob and Rhonna will send out emails in March to all Business Partners regarding the Junior Business Partner is available and we will be voting during the Business Partner Meeting, so everyone is aware and has time to think or submit nominations. Rhonna will assume the Senior Business Partner Liaison.

Sallie brought up the question as to whether TAPPA pays for Business Partners expenses relating to the board meetings. Bob had brought up at the July Board Meeting that Business Partners have expense accounts so TAPPA should not be paying their expenses.

Bettie brought up the question will companies support paying a business partners expense for the quarterly meetings or would this hinder a business partner wanting to be a participant on the board?

Rhonna stated if we shift to having "webinars" instead of "in person meetings" this would be a great way to cut expenses. Webinars are "free" now and some can hold up to 50 in attendance. On the other hand if we reduce the meetings from 4 times a year to twice a year then more people would throw their "hat" in the ring.

Sallie stated an email sent out by Curtis King asking for nominations for the newly formed Junior Business Partner position in 2013 or 2014 did state that TAPPA does not pay their expenses which we have on record.

Rhonna stated an email doesn't count what is needed is a piece of paper stating what the position entails. The information can be posted on the website and they can agree to the terms as they have seen it, but a historical email no one is going to find.

Jim stated he understood what she is saying and that the liaisons are running their own meeting and their representatives. We "TAPPA" is not doing that so if you can make that "clear" to your body that leaves TAPPA out of it. Just tell them, if someone wants to participate on the board your company is allowing that, so you as business partner is representing your company and also the other business partners at our board. We are all looking at ways to save money and streamline operations. Rhonna and Jim continued their discussion and Bob interjected that it will be difficult to remember the rules and in order to understand this is what our expectations are and etc...there has to be something in

place so the vendor will know what their roll is. Bettie suggested that Rhonna and Bob incorporate a document in their annual recruiting letter, but that doesn't have to come from the board. Jim asked if she and Bob could create the document together.

Rhonna stated we need to develop an outline and indicating on the email being sent out "to be on the board the business partner agrees to pay their own expenses." Rhonna commented typically when you are serving on a board you are serving time.

Gloria brought up the question, do we actually need a business partner on the board since we have the business partner meeting at the conference. Bettie stated this was something the business partners asked for she thought in El Paso.

Rhonna stated if the business partners wanted to do it, it would be quite remiss to tell them no. Rhonna said a lot of people do not get the expenses paid for by their company. Bettie thoughts were that most companies would not support paying expenses. Bob stated his input was based on his experience and Rhonna is offering an opinion on another company which he had not taken into consideration.

Bob mentioned asking a vendor to be on the board is a huge thing and if we eliminate that we will be cutting off communication.

Several opinions were given by others and Jim stated we depend heavily on our business partners and thanked Rhonna and Bob for their input. Great points had been given for the board to consider and he appreciated her calling in and also appreciated her continued contribution to the board.

Rob added in looking at the composition of the board again, that a lot of the board members are not facilities persons anymore and a lot of questions had been asked. Additional comments were made by various board members and guests regarding alignment with APPA and CAPP. How do we attract contracted services? Rhonna suggested maybe we find where the "line" is. Bettie didn't understand what the "line" is. Rob was curious as why aren't we bringing facilities members to our conferences. The industry has changed what is missing. Bettie mentioned what she has heard is "we are your contractors" and we provide you all the training you need and there is no reason to go to TAPPA.

Bob stated this is a big issue and maybe defer this issue under membership. Bettie stated Rhonna's input was very valuable and we could incorporate the discussion into the membership committee report regarding paying business partner expenses for board meetings.

Rhonna gave her perspective on where she is sitting regarding expenses and Bettie replied "all good points" and this topic will be discussed under membership and Bob could get back with her. Rhonna thanked the board for calling and she will gladly offer her services if needed for reconstruction of the booths. Rhonna will be on the Finance Committee with Terry, Gloria and Sallie this next year.

Bob and Rhonna will get together and offer to the board what they think will work. Jim and Bettie again gave their thanks to Rhonna.

Bob brought up the matter of shirts, portfolios, etc. and Gloria responded by saying if we don't get a sponsor then there is no cost to TAPPA. If you are eliminating options for the business partner to select from than that is a different story.

Jim stated that Bettie was going to run the rest of the session as Bettie will be dealing with all of the committee reports.

By-Laws Committee: Bettie sent out some revisions to everyone and she hoped that everyone had a chance to read them. If not, she had a copy and Mike displayed the current by-laws on a screen. . Bettie asked if anyone had any comments. Rob brought up the part of contracted services. Sallie brought up the section involving the first, second and third hosts which is outdated as this was before we had an event planner. After a lengthy discussion, Jim suggested the by-laws will be tabled until a later date and look at the mission and vision statement and report to the body at College Station that the by-laws are under review. Bettie reconfirmed that the by-laws are being tabled at this time and will be presented at the next conference. Jim again stated the by-laws are under review.

Nominating Committee: Bettie Simpson-Weeks, Chairperson

Bettie has sent out emails and has posted the newsletter that we need to have people nominated for open positions and she has personally reached out to a number of people personally. She is not getting a lot of response back. Terry inquired as the positions which will be voted upon in April. Bettie responded one is the Vice- President and three directors. Sallie confirmed the vacancies as two positions whose terms are up in 2016 and the 2017 vacant position which was created when Dee Littlejohn resigned. The Vice-President position which creates another issue will that person serve a one year term or will it be a two year term. Bettie stated she had not received any nominations at this time.

Shelton Riley talked extensively to CAPPa at their last meeting is what the benefits of being on the board are. He suggested if you are going to be on the board we are going to “comp” you in some way, training for the CEFp, going to the APPA Institute, etc. that will be a benefit to those who are willing to serve. CAPPa is going to partner with APPA and is going to provide over \$60,000 within the next two years to support CAPPa members earning their CEFp. Shelton believes the total to be \$78,250 over the next two years. This was just decided this week-end.

Rob mentioned TAPPa had done this over the past several years and we received notice during this week that the CEFp and EFP courses had been cancelled by APPA. Rob doesn't know what this will do to our attendance at the TAPPa level but for CAPPa it will be good. Shelton stated that CAPPa is doing a very poor job on what they are offering to their folks, they don't publicize it enough. We need to take advantage of “list serve”. Reach out to universities and CAPPa is not alone, other regions are in the same boat...need to increase facilities membership.

Rob asked Bettie what she needed at this point and her response was she needs everyone to start actively recruiting. Talk to people and send emails to Sallie and myself regarding nominations.

Special Awards: Rob Ramirez

Rob announced he had received only one nomination for Emeritus Award and that was Arthur Sykes which Kevin Folsom nominated. We just need to confirm that he has not received an award before and Sallie stated he had not.

There are no nominations for the Facilities or Business Partner Awards; thus the Special Awards is in the same boat at the Membership Committee. Two announcements had been sent out with a form asking for nominations.

Jim called a lunch break at 11:55 a.m.

Meeting resumed at 1:02 p.m. by Jim

Scholarship Awards: - James G. Norcom III, Acting Chair

Jim has stepped back in as acting chair due to Chris's resignation and as he discussed in the Executive Meeting yesterday he will continue to call some business partners who have supported TAPPA in the past personally; however, when he received the overall financials for the conference this year he is asking them rather than support scholarships to support the conference. Thus they are looking now at the sponsorship opportunities. He called on four and got three to do it.

It looks as though we have scholarship funds that we can use this year. Jim asked if there were any additions or comments, there being none this concluded his report and is for information purposes only.

Membership Committee: - Bettie Simpson-Weeks - Chair

Bettie highlighted some things that had been accomplished this year:

- 2 newsletters had been sent out
- Established LinkedIn, Facebook and Twitter accounts which Yana has managed very well (a round of applause given to Yana)
- Gloria contacted APPA and now TAPPA's conference is posted on their website
- Developed Social Media Guidelines and distributed those
- Big revision of the way we were managing the website and physical appearance of it (Positive response from those who have seen it and this has helped a lot)
- Have some logo issues which will be discussed a little further down
- Working on developing mission statements and hopefully have sometime under New Business to get some input
- Dee did a lot of work with her team prior to her resignation on the SOG's and there will be additional revisions forthcoming
- Bettie just learned the newsletter was to be attached on the website which it is but also be attached on its on email and that didn't happen. Apparently, when we got off MembersClick we lost our listserv. We lost a lot of exposure as she didn't tell Gloria to send it out as an attachment via Cvent. Bettie is going to go back and look at what she did send out and change some things around, adding some more things like the upcoming conference and get that distributed through Gloria.

Bettie asked everyone to please continue if you have something newsworthy don't wait til the newsletter comes out send the information to Yana as she will post the information on the various sites. We are getting good response and people are signing in.

Bettie revisited the membership certificates and the process which was used at the 2015 Conference and due to cost, time involved she thinks we should go back to the process where the certificates are printed out by the attendees themselves. Mike asked if the attendees were going to print their certificates at the conference and Gloria responded they could do it anytime once they have registered. Gloria explained the process at the end of the registration. Maybe a sign could be placed at or near the registration desk where the attendee can print their certificate since we have a printer. Gloria also said the countdown widget comes from Cvent and there aren't many options available but Mike (Billingsley) could probably redesign one.

The newsletter continues to be a concern but this is something the board will need to think about as to how they wish to continue. Jim expressed his appreciation to Bettie for an outstanding job and how we are going to transition Bettie's position over to a new person.

Jim stated we are not a managing board but we are a working board and maybe one of these days in the future we can change that.

A round of applause was given to Bettie for a job well done and that concluded her report.

Jim asked if there were any additional comments and Rob brought up the topic of recruitment. Terry presented a slide showing the information which he had obtained from Gloria who were currently registered and Bob stated their names did not appear. Gloria stated the information given to Terry was prior to their registrations.

The information showed the listing of Alamo College representation and Terry said if we eliminated them from the list then we would be down to only 53 or 54 registrations. Gloria stated registration is slower than normal but we usually have several facilities who register at the last minute. The report Gloria sent to everyone on the 24th showed 84 facilities registered and since we have been here we now have close to 90.

Terry suggested we ask folks why they aren't attending when they are contacted. Another question arose regarding emails not being received. Gloria mentioned due to increase security at a lot of the institutions an individual must manually go in and set-up their email options, adding such things as Cvent or edu addresses into an accepted email. Sallie also mentioned there is a new feature in Outlook where Microsoft has created a new feature called a "clutter folder" when Microsoft determines if the emails received are clutter. Sallie said before she left the office she had to go in and uncheck the "clutter" feature as she had several emails which should not have been in that folder. Another issue are hyperlinks instead of text. Gloria is to provide a listing of institutions to the board for them to contact.

When the board contacts prospective attendees have them go to the registration site as Gloria suggested. This will allow them to view all of the hotel information, etc. Currently we have about 280 attendees which consists of speakers, volunteers, business partners, facilities, etc. Gloria indicated we have been averaging around 115 -120 facilities attendees.

Several suggestions were given on how to increase facilities membership and possibly create a new database for marketing tools. Shelton Riley stated to contact John Bernard with APPA as he has every school in Texas, K-12 included. It doesn't matter whether they are a member of APPA, CAPP, or TAPP. The information contains, name of school, where it is located, phone number, who the contact person is. However, Shelton pointed out that a lot of times when they have started going through the list names have changed but at least when you call the number you will find out who the current contact is.

Jim is asking the whole board to put their efforts together and reach out to everyone they possibly know and try to get 60 to attend. The current cost for day passes is \$50.

CAPP's Scholarship Committee has a conference call at least once a month and they look at who has applied for scholarship and they determine at that time who receives a scholarship and they are contacted at that time via email.

Bob Casagrande suggested a possible Facilities Management Program for Facilities personnel.

The executive committee will discuss the day pass scholarships during their conference call on Tuesday and determine the requirements and information will be placed on the website for the 2016 and 2017 Conference and this will include ISD as well.

This concluded the Membership and Scholarship Committee reports.

Conference Committee: Gloria Fuller and Sallie Spotanski, Co-Chairs

The board was sent the updates. Gloria turned over the conference report to Bob and he reported:

- 3 different tours lined up
- Gloria was originally doing all signage; however, Bob will take care of signage as she is to send all logos and signs that normally is done to him. This includes golf as well.

Gloria gave the following update for the 2016 Conference:

- Room block is full at the Hilton
- Have courtesy blocks at several of the other hotels (2 of them are filled: Hyatt Place and Hawthorn)
- Residence is almost full have a few rooms left there
- Exhibit Space sold out
- Breakfast and lunch sponsorships are sold for the golf tournament
- 8 golf holes sold (no overall sponsor)
- Product summary report sent out to show what revenue received so far
- Bus for golf and campus tour
- Shoppa's cancelled their sponsorship for a golf car
- Winery Tour
- Bush Library Tour
- Campus Tour

Gloria mentioned a conference call will be held on the 4th Anna, Sallie and herself to go over all the details relating to the volunteers. Bob inquired about the transportation and it was determined the bus for the golf would be cancelled as we can use the SUV's which are being brought to the conference along with other vehicles. Bob stated he had a 15 passenger van that can be used and this will be used for transportation to the golf tournament. Signs for golf will be at the registration desk for sign up.

Jim and Glen Haubold will be judges and Bob has not been able to get in touch with Lander. In case she can't come he will find a replacement.

Photos to go to Mike Billingsley for posting on website.

Bob Casagrande's staff will help with directions

Hollis inquired if there was a way to ask a question on the registration site for the 2017 Conference concerning needing a ride to the golf tournament. Gloria stated it was already on the website but some people check the box and others don't.

2017 Conference Update:

- The theme is "A Quest for Knowledge"
- The Hilton Hotel will be where the conference is held. The Omni turned us down as we weren't big enough. Rates \$165.00 plus tax – Fort Worth does not negotiate on rates, do not provide government rates
- Decorator booked

- Exhibit packet will need to review as must be ready for 2016 event
- 4 meeting room spaces
- Board Meeting Room
- Secure Room
- Casino Night – Rodeo Exchange
- Working on sponsorship for Casino Night Dinner
- Shoe Shine Man – No cost to TAPPA works off tips
- DJ
- 2 bartenders
- Hidden Creek Golf Course in Burleson is where the tournament will be held as announced by Hollis and received some very good pricing. Will need some type of transportation and believes he will sell it out. Believes he can get two 9-15 passenger vans from their school.
- Hollis will do all signs and also trophies for the golf
- Bank account open
- Lapel pins are ordered
- 2017 Speaker Forms are on line now – need to be ready to go by Sept. 1st.
- Metro Golf Car will be donating a golf car and possibly do a “hole in one”

Hollis threw a suggestion out about the possibility of having a business partner dinner/luncheon at the stadium instead of the hotel and cater at the hotel. A brief discussion was held about several possibility regarding having something at the stadium.

Hollis inquired about a keynote speaker and Gloria stated if they wanted one they could select someone.

Jim stated the board needs to be involved with the key note speakers and have over-sight of the educational sessions and get final approval. We need to have someone to motivate us and have an impact on us we don't need someone to paint a gloomy picture.

Jim did a recap of the future conferences:

- 2017 - Fort Worth – TCU - Hollis
- 2018 – Austin – UT Austin – Juan Ontiveros
- 2019 – Houston – University of Houston – James G. Norcom, III

Break called at 2:31 p.m.

Resumed at 2:36 p.m.

New Business:

Lapel Pin Logo – Embedding APPA logo in it but not changing the colors or the shape of our logo as announced by Jim. Several emails have gone back and forth. Jim contacted Lander and asked the question if TAPPA proceeds with the new embedded logo are we financially tied to APPA or connected in any way. So his thought as President and Chairman of the Board, we are Texas APPA and this what he wanted to present and rebrand. He is introducing time for discussion. Terry asked a question is there a copyright issue and Jim responded he could see the email as there is no financial or legal obligation to APPA. Someone asked does she have the authority to make this decision and Jim responded he didn't know.

The in depth discussion continued and a motion was made by Robert Ramirez to go with #2 the larger icon and seconded by Mike Feyen. Mike Billingsley will send logo file to the Board. The motion carried unanimously.

Yana gave an overview of Twitter and LinkedIn and will put the day passes for 2016-2017 on Twitter. Message regarding future facility members will be placed on these sites.

Brochures to be printed and sent by PDF next week.

Terry Pritchett will reach out to local ISD's

Sallie to bring banner which is in TAPPA's storage shed to Bob.

Website Committee: - Mike Billingsley, Chair

Mike briefly reviewed the percentages of clicks on webpage

Showed some of the new features

Ask for back links from Business Partners

TAPPA Email – Go Daddy will cost \$221.88

Emails will be titles only not names, example President, Vice-President, etc.

A discussion was held regarding the Board's contact information which is currently shown on the website. A motion was made by Robert Ramirez to remove all phone numbers from all board members and seconded by Michael Brantley. Motion carried unanimously.

Jim requested new name badges be ordered for board members with the embedded logo. Sallie will have these at the conference.

Old Business:

Bob to reach out to TCUF in 2016

Gloria to provide Guidebook Instructions on voting procedures and also check on charging stations at the hotel.

Sallie announced that she will be submitting a letter at the April Board Meeting as she is not seeking re-election in 2017. She will complete the 2017 conference and close out the books for that year. However, she will continue to serve on the board in a supportive roll for another year as noted in previous board minutes. This will allow the Board to find someone to fill her position.

There being no future business Bettie made a motion to adjourn and Mike Brantley seconded.

Meeting adjourned at 4:25 p.m.

Respectfully submitted,

Sallie Spotanski
Secretary/Treasurer