

TAPPA BOARD OF DIRECTORS MEETING

Meeting Date: June 24, 2017

Meeting Location: Embassy Suites Austin Arboretum – Board Room

Call to Order: President, Rick Lobato called the meeting to order at 9:05 a.m. Roll call was taken. The President deemed there was a quorum.

Board Members Present:

- Richard “Rick” Lobato – President
- David L. Reynolds – Vice President
- James “Jim” G. Norcom III – Past President
- Lisa Flores – Secretary/Treasurer
- Mike Billingsley – IT Information Services Director
- Mike Wheeler– Director
- Michael Brantley - Director
- (William) Shorty Schwartz – Director
- Mike Feyen - Director
- Gary Shoemake – Sr. Business Partner Liaison
- Juan Ontiveros – 2018 Host Representative
- Dean Hanson – 2018 Host Representative

Board Members Absent:

- Steve Arnold – Director
- Max Davis – Director
- Sallie Spotanski – Advisor
- David Ortega – 2019 Host Representative
- Laura Duncan – Jr. Business Partner Liaison

Guests:

- Mark Taylor – CMP Management Company
- Sabrina Irsay – CMP Management Company
- Kersten Schofield – CMP Management Company

1. Welcome Board Members

- a. Rick welcomed everyone to the meeting and introduced new Board Members:
 - i. Secretary/Treasurer: Lisa Flores, with Alamo College
 - ii. Director: Steve Arnold (not present), with LIT
 - iii. Director: Shorty Schwartz, with Southwestern
 - iv. Director: Max Davis (not present), with Alamo
 - v. Sr. Business Partner: Gary Schoemake, Sr. Business Partner, Mooring USA

- vi. Laura Duncan (not present) – Jr Business Partner
- vii. Juan Ontiveros – 2018 Conference, with UT
- viii. Dean Hansen – 2018 Conference, with UT

2. CMP Management

- a. Rick Lobato reported the Board’s responsibilities will be reduced with the transition of working with CMP Management. The transition has been in the works for the past two years.
- b. Rick noted new chairs were appointed to some of the committees, and he encouraged new Board Members to consider on which committees they would like to serve.
- c. Mark Taylor introduced CMP Management and the reviewed the list of staff members who will be working with TAPPA:
 - i. Sabrina Irsay, Account Manager, is the primary coordinator for board meetings and the first point of contact for the Board Members.
 - ii. Kersten Schofield, Event Associate, is in charge of logistics for the conference.
 - iii. Katie Caldwell, Membership Director is in charge of membership data and reporting.
 - iv. Gaye Markham, Accounting Director is in charge of financial reporting.
 - v. Mallory Solis, Receptionist, Administrative is at CMP’s front desk on phones, and directs email inquiries that come in via the website.
 - vi. Margo Farahani, Account Assistant coordinates Scholarships.
- d. Mark gave a brief overview of CMP roles as they relate to financial controls:
 - i. Check Approvers – Each invoice will require two signers for payment. Invoices will be paid through Bill.com.
 - ii. Financial Reports – The Board will receive three reports monthly: a Balance Sheet, Balance vs. Actual (BvA), and Profit & Loss (P&L) report will be reviewed with the Treasurer each month, then sent to the Board via email, and presented at each Board Meeting.

3. Consent Agenda

- a. **Minutes:** Rick Lobato requested the board to review the draft minutes of April 8, 2017. Jim Norcom, III made a motion to accept the minutes and Michael Brantley seconded the motion. The motion carried unanimously.

4. Officers Reports:

- a. **Previous Immediate Past President: James G. “Jim” Norcom, III**
Jim Norcom reported that he planned to attend the APPA annual conference in July on behalf of TAPPA and will be meeting with the APPA leadership to further the relationship between the two organizations.

b. **President: Richard “Rick” Lobato**

Rick Lobato explained this would be a year of change with CMP Management in place and encouraged the board members to work carefully to make the transition smooth.

c. **Vice- President: - David L. Reynolds**

David had nothing new to report.

d. **Secretary/Treasurer: - Lisa Flores**

Lisa had nothing new to report

e. **IT Services Director: Mike Billingsley**

Mike had nothing new to report.

5. **2018 Conference Update:**

a. **Lessons Learned from TAPPA 2017, Plans for 2018**

- i. Mark Taylor reviewed the 2017 Conference Attendees Report, and 2017 Sponsor report and the Board compared the breakdown of vendor attendees to the number of educational attendees:

216 Vendor Attendees

148 Educational Attendees

28 Speakers

9 Volunteers/Board Members

- ii. Facilities Member meeting notes from 4-10-2017 were reviewed with two ideas suggested:

1. Establish multiple tracks for the breakout sessions

2. Limit the length of the sessions to a half an hour to make room for more sessions and panel discussions.

- iii. Topics of interest for 2018 include: Landscaping, Water Conservation, Procurement, Plant/Janitorial, Support Services, General Safety, Social Media Use, Emergency Management, Construction Capital, and Construction Management vs. Operations Management.

- iv. Goals for 2018:

1. Increase the number of members attending.

2. Include more educational content.

3. Target decision makers.

b. **Educational Content Target Audience:**

- i. The board discussed the levels of team members within the staff the college’s physical plant departments: VP, AVP, Directors, Associate Directors, Managers, Supervisors, and Technicians.

g. Change of Activities

- i. More Educational Content:** Mark Taylor reviewed a proposed agenda to show that would increase the education time by 3 hours over the course of the conference. Gary Shoemake suggested that the business partners would be willing to give up some of the exhibit hall time to allow for more educational content.
- ii. New Member Orientation:** Shorty Schwartz recommended that the conference agenda include a new attendee's orientation.
- iii. Adding a President's Reception:** Mark Taylor suggested that the opening reception be identified as the President's Reception and to make sure that all attendees and business partners know that they are invited.
- iv. Conference Logistics:**
 1. Mark Taylor indicated that the CMP staff would arrive on site for the annual conference on Saturday morning and will coordinate with the UT volunteers to stuff packets and bags on Saturday morning.
 2. There will be a Board Meeting on Saturday afternoon and Saturday night will be the first night Board Members will stay at the hotel.
 3. On Site registration will open Sunday afternoon.
 4. The golf tournament will start early Sunday morning. The first conference sessions will start Sunday afternoon.
 5. The New Attendees Orientation will happen late Sunday afternoon followed by the Presidents Reception.
 6. The Board agreed the goal is to increase content but keep the sense of fun and approachability in the event, with plenty of opportunities for social interaction.
 7. Mark Taylor recommended that the Board induction could be moved to another portion of the agenda, but if it is critical that the conference is concluded with the induction then it be should kept as is.
 8. Mark also recommended that the Tuesday and Wednesday mornings should be two high value speakers.
 9. Exhibit Hall Set-Up: Mark Taylor reported due to space issues, with our commitment to having nearly 100 exhibitors, there is no space for a buffet for service. We are restricted to hosting plated meals for 2018. Therefore, we need to commit to not adding more tables for additional vendors.

h. CAPP Participation - APPA Leadership Academy

- i. Dave Reynolds suggested we consider incorporating APPA Leadership Academy for 10-20 people, alongside the TAPPA Conference. Dave reported APPA provides the instructors, pays for the instructor fees, provides transportation, etc. They also have scholarship money to bring people to this. Incorporating this into TAPPA would increase our attendance numbers, but would not increase expense to TAPPA. Gary Shoemake noted that business partners are always looking for opportunities to sponsor a technical event.
- ii. Dave will make an email introduction to the Professional Chair, and CMP will follow up.

i. Identify Speakers Prior to October Meeting

- a. Mark Taylor noted regular conference committee meetings will begin in August.
- b. In order to market the event effectively we will need to identify the Keynote Speakers and the types of session tracks by early October.
- c. Juan Ontiveros recommended the UT AVP and Rick Lobato will talk to his Director of Procurement for a recommendation.

6. Future Event Plan:

a. Conference Host Listing:

- 2017 – Fort Worth, TCU Host
- 2018 – UT - Austin, UT Host
- 2019 – San Antonio, Alamo College Host
- 2020 – Houston, University of Houston Host

b. Future Events:

- i. 2019 San Antonio
 - Mark Taylor reported CMP is working on the contract for Wyndham, which is the same hotel where the conference was hosted in 2012 (when the hotel was a Holiday Inn). The search is concentrated along the Riverwalk at this point, but there are other venues under consideration as well.
- ii. 2021 – Undesignated
 - 1. The board discussed looking for a host in North Texas and Dave Reynolds suggested Denton, UNT for 2021.
 - 2. Rick Lobato noted Texas Tech in Lubbock had expressed interest

7. **Committee Reports:**

a. **By-Laws: - Rick Lobato, Chair and Mike Feyen**

- i. The board reviewed the recommended bylaws changes from the Bylaws Committee.
- ii. Mike Feyen moved to approve Bylaws changes as presented. Jim Norcom III seconded the motion. The motion was approved unanimously.
- iii. Mike Billingsley noted the new Bylaws need to be uploaded to the website.

b. **Nominating Committee: - James G. Norcom, III, Chair**

- i. Jim will work with Sabrina Irsay to broadcast a Call for Nominations along with a description of responsibilities.
- ii. Mark Taylor noted that the vetting of the candidates can be performed in the three months prior to the event. The slate of nominees can be brought forward with bios for each candidate with at least two candidates for the key positions and at least one for the other positions.
- iii. Mark Taylor noted that CMP will validate the requirements of the Bylaws regarding the nominating and election process.

c. **Finance – Rick Lobato, CMP**

No report at this time.

d. **Special Awards Committee: - David L. Reynolds, Chair**

- i. David reported on the awards, including the Business Partner award, President’s Distinguished Service Award, The “Stars Across Texas” Award, and the APPA Excellence Award.
 1. James G. Norcom III is Chair of the Stars Across Texas Award
 2. David L. Reynolds is Chair of the Nominating Committee for Special Awards

e. **Scholarship: - Michael Brantley, Chair**

No report at this time.

f. **Membership: - Mike Wheeler, Chair**

Mike reported he will work with CMP to identify a target list and broadcast out to encourage them to join.

g. **Conference & BP Committee – CMP, Dean Hansen, Juan Ontiveros**

Mark Taylor noted TAPPA’s that the value of partnering with APPA and CAPP is to gain access to their marketing lists. Dave Reynolds suggested he might be able to access the list for this purpose.

h. **SOG Committee Report: - Mike Feyen, Chair**

- i. The board discussed that the intention of the SOG was to provide a document that provides operational guidelines which can be easily updated by the board.

- ii. CMP was asked to distribute the SOGs and the Bylaws to the entire Board for the purpose of considering if there are components of the bylaws that would be better served by being incorporated in the bylaws.
- iii. CMP was asked to confirm that the current SOGs are added to the website. Sabrina Irsay will send the SOGs to Mike Billingsley to post to the website.

i. Website: Mike Billingsley, Chair

- i. Mike Billingsley recommended that the website committee be disbanded since he is the only member of the committee.
- ii. Mark Taylor suggested the board consider establishing a Marketing Committee in place of the Website Committee oversee the website, social media, and all other marketing efforts.
 1. MOTION: Jim Norcom III made a motion to revise the Website Committee to become the Marketing Committee, working in collaboration with CMP. Mike Feyen seconded the motion and the motion was approved unanimously.
 2. Rick Lobato, President, appointed Mike Wheeler, who volunteered, as the Chair of Marketing Committee.

j. Business Partner: Gary Shoemake, Laura Duncan

- i. Jim Norcom, III provided a report of the last Business Partner Meeting along with a note that the President or VP would typically not head the BP Meeting at the Conference, however this year neither representative could be there.
- ii. Jim Norcom III reported we had about 30 BPs at the meeting.
- iii. The business partners held a vote for the BP Representatives with Gary Shoemake elected as the Sr. Representative and Laura Duncan elected as the Jr. Representative.

8. Old Business:

a. Ratify Board Vote re: expenses for APPA Annual Conference

- i. Rick Lobato called for a motion to ratify the electronic vote to have Jim Norcom, III attend the APPA Annual Conference to represent TAPPA, at a cost of \$3,500.
- ii. MOTION: Mike Wheeler moved to ratify the electronic regarding TAPPA covering expenses for Jim Norcom, III to represent TAPPA at APPA Annual Conference. Dave Reynolds seconded the motion. The motion was approved unanimously.

b. Stars Across Texas Recognition/ Awards Program

- i. Dave Reynolds noted the goal is to recognize individuals from the Member Institutions, and therefore, the Board needs to reach out to

these Member Institutions to have them nominate someone for this award.

- ii. Sabrina Irsay will assist with the operational aspects of this program through the Marketing Committee, Nominating Committee and Membership Committees.

9. **New Business:**

a. **Board meeting proposed changes**

- i. Mark Taylor noted there are currently three in-person Board Meetings at a cost of roughly \$6,000 each, for a total expense of approximately \$18,000.
- ii. The Board discussed the viability of hosting one meeting as a web conference versus hosting all three meetings in person. Dave Reynolds suggested the February and June meetings should continue to be in person, and perhaps the October meeting could be hosted as a web conference. Gary Shoemake was in support of the Board continuing in-person meetings, as it's helpful to be face to face. Mark Taylor suggested that at least one of the Board Meetings could be hosted at the next year's Conference location.
- iii. The board decided to test a plan to cut the in-person meetings down to a one night hotel stay with one evening dinner. The Board meeting would be hosted in the afternoon with a dinner to follow. This would allow Board Members to travel in Saturday morning. This plan could cut costs by about 30%.
- iv. Dates under consideration for the next board meeting are September 30th, October 14th, or November 4th in Austin, TX at the AT&T Executive Conference Center.

b. **Streamlining the elections process**

- i. The board discussed ideas to improve the nomination and election process.
- ii. Mark Taylor recommended that the Bylaws Committee research the process and recommend proper wording for a change in the Bylaws that would allow for an electronic vote in advance of the Conference.

c. **Social Media**

- i. **The board discussed the value of Social Media in the marketing of the organization.** Dave Reynolds noted his experience with Social Media is that someone should be consistently active.
- ii. Mark Taylor noted that CMP Management can use Social Media to promote the annual conference. However, if an ongoing social media

based conversation is what the board is wanting then the Board would need to lead the conversation.

- iii. The board recommended that the Marketing Committee include a plan to incorporate Social Media in the overall marketing strategy.

d. Board Email Communications

- i. Jim Norcom III asked that CMP use the TAPPA email address rather than the University email address to communicate. All other Board Members prefer TAPPA emails go to their University email address.
- ii. Mark Taylor will work with Mike Billingsley on creating a CMP email address and a Board email address.
- iii. Preferred Email Address will be added to the Smartsheet roster.

10. Adjourn

- a. MOTION: David L. Reynolds made a motion to adjourn the meeting, and James G. Norcom III seconded the motion. The motion carried unanimously.

Meeting adjourned 1:30 p.m.