

## TAPPA BOARD MEETING

**Meeting Date: June 28, 2014**

Meeting Location: Embassy Suites San Antonio Airport Hotel  
Willow Room

The meeting was called to order at 9:06 a.m. by Robert Ramirez, President.

### **Board Members Present:**

- Terry Pritchett - Immediate Past President
- Roberto "Rob" Ramirez – President
- James G. "Jim" Norcom, III – Vice President
- Sallie Spotanski – Secretary/Treasurer
- Mike Billingsley – IT Information Services Director
- Marshall Lasswell - Director
- Bettie Simpson-Weeks - Director
- Richard "Rick" Lobato – Director
- Dee Littlejohn – Director
- Bridget Blizzard – Director

### **Board Members Absent:**

- Gerry Rodriguez – Director

### **Guests:**

Gloria Fuller – TAPPA Event Administrator

**President:** - Robert Ramirez

Robert stated he would not be giving an official report at this time but would provide some comments throughout the agenda and he would like to proceed with the reading and approval of the minutes.

First item for the board was the review of the minutes:

**Secretary/Treasurer:** - Sallie Spotanski

Sallie stated the "draft" minutes from Sunday, April 13<sup>th</sup> Board Meeting had been emailed earlier to everyone for their review. Robert asked if there were any questions or corrections regarding the report. Rick Lobato had a question regarding collection of dues for coming year and the dues will be a part of the registration fee in the amount of \$25.00 dollars per registrant. Robert asked for a motion to accept the minutes as presented thus Rick Lobato made a motion and Jim Norcom seconded. The motion carried unanimously.

Sallie stated all board members had also been emailed with the draft minutes regarding the TAPPA Conference which convened April 12<sup>th</sup>-April 15<sup>th</sup>. Robert asked if there were any questions or corrections regarding this report, there being none Robert asked for a motion to accept these minutes and Gloria Fuller made the motion and Terry Pritchett seconded. The motion carried unanimously.

Robert asked for the Officers Report and the following reports are noted:

## **Immediate Past President – Terry Pritchett**

Terry indicated the notes from the Business Partner Meeting, on April 15<sup>th</sup> and if anyone would like to have them sent please let him know and we will at least send the notes to Sallie and Gloria today.

On another note Terry stated he had a new cell number and email address, Sallie will distribute Terry's new information. to all board members on Monday.

Terry stated the notes from the Business Partner made for some good reading but some of the suggestions that came from that meeting need to be strategically addressed, prior to implementing.

Robert removed himself as chair so he could make some comments as he was also attended that meeting

Some of the discussion he overheard was TAPPA did very well at the conference conducting the conference while others disagreed. He also stated Curtis loved it while others did not and Curtis stated there would always be a difference of opinions. Curtis said change attitude, change conference. Curtis indicated that the business partners should increase their skills.

Robert stated some people thought the convention was to be a "sales convention." Some business partners expected more sales. Curtis stated he and Steve Dumler had a private discussion and that the 2014 Conference was a good as a conference since 2009. Robert stated we put emphasizes on educational sessions and there is no guarantee that a business partner is going to come away with a bunch of sales. We need to ensure our Business Partners are getting the most from our conferences along with our facilities personnel.

Rick mentioned possibly maybe some of the newer business partners had the wrong opinion of the conference overall; however, some the business partners went away with some new contacts they didn't have before.

Terry "highlighted" some the following as some of the positive comments from his notes:

- a. Registration went very well, attendees were able to walk in and get their stuff and walk right out.
- b. They liked the idea of having Business Partner Booths in the path of travel on the way to and from meetings and also where the meals were provided.
- c. The most notable highlight was having the new comers welcome and a lot of the activities in the area were the booths were, along with snacks, drinks and prize drawings.

The above concluded Terry's report and he announced that he would send out the notes to everyone.

Robert resumed his position as "chair"

## **Vice President: - Jim Norcom**

Jim stated he, too, had nothing to report would be providing some comments later on during the meeting.

**Secretary/Treasurer:** Sallie Spotanski

Sallie reported as of May 31, 2014 TAPPA's bank balances were:

- o Main Account (0525) - \$14,863.12
- o Savings Account (4750) – \$12,407.88
- o Merchant Account (1837) -\$112,599.21
- o Scholarship Account (1639) - \$7,660.52
- Sub – Total \$147,530.73**
- o 2014 Conference (7491) - \$77,785.78
- o 2015 Conference (1626) - \$33,081.29
- o 2016 Conference (8127) - \$19,700.00
- Sub – Total \$130,567.07**
- Total Funds for all accounts: \$278,097.80**

Sallie stated copies of the various bank statements were brought for anyone to review. Detailed spreadsheets for the main, merchant, savings and scholarship accounts would be available at the April Board Meeting and these detailed spreadsheets would also be distributed at the business luncheon as provided in previous years.

Sallie reminded everyone Gloria provides reports on all conference accounts as TAPPA's Event Administrator.

Robert asked for a motion to accept the treasurer's report as read. A motion was made by Bettie Simpson Weeks and seconded by Rick Lobato. The motion carried unanimously.

Sallie stated as soon as some outstanding checks had cleared the 2014 conference account, the documents will be turned into our CPA so she could complete our filing with IRS. Gloria stated she was waiting for some expenses and checks to clear. Sallie requested if anyone had any expenses relating to the 2014 Conference to please get the information to Gloria as soon as possible.

Rick was advised he and Maria could shred their debit cards relating to the conference. Mike was advised that he had an outstanding check that had not cleared and he indicated he would look for it. Gloria stated she would send him an email and if necessary would re-issue, if he couldn't find it.

Sallie has copies of the conference analysis since 2012 regarding confer

**Information Services Director:** - Mike Billingsley

Mike stated he would provide his report under "old business."

**Committee Reports:**

**By-Laws:** - Rick Lobato, Chair

At this time Rick stated he did have some points to discuss at some time in the future but nothing at this time as far as an official report.

**Nominating:** Jim Norcom, Chair

Jim stated he had nothing to report at this time. However, there is a conflict regarding his duties according as chair of the nominating committee. According to the by-laws there is a current conflict. It was noted by Robert this should have been changed at the April meeting. The change affected Standing Committee, Section B Article 7 with the removal of the immediate past president as chair and replacing the wording to indicate the vice president will be the chair of the nominating. Robert stated this should have already been changed as Robert remembered making the change somewhere. Mike asked the change be sent to him as he stated updates on the website are made when he receives notifications. Robert stated he would send him the latest version of the by-laws.

**Special Awards:** Terry Pritchett, Chair

Terry had nothing to report at this time.

**Scholarship:** - Marshall Lassell, Chair

Marshall stated he had some "big shoes" to fill. He had been corresponding with Jim and would seek assistance from others in room and also universities. Marshall stated there was a huge Houston area to "tap" into as well as other areas across the state. Jim inquired whether or not Marshall had received the form letter for solicitation and also the "thank you" letter and Marshall replied he didn't think so. Jim will forward the letters to Marshall.

Gloria Fuller will send out "thank you" letters regarding scholarships as soon as she receives the sample from Jim. Gloria stated she had all information in the database. Jim asked if the business partner received a receipt and was advised whenever the business partner registers they are provided a receipt at that time.

Jim stated he would help Marshall with this committee.

**Membership:** - Bettie Simpson-Weeks/Sallie Spotanski, Co-Chairs

Robert pointed out there was a little confusion with who is to chair of this committee as the current by-laws stated the Secretary/Treasurer will chair the committee and Bettie was appointed as Chair.

Robert mentioned Bettie has done an outstanding job on the Membership Committee this past year. With this being noted and since the Secretary/Treasurer must maintain membership records for the association Bettie and Sallie stated they agreed that for this year they would be co-chairs.

After a brief discussion by several board members it was proposed to have the wording changed in the by-laws to reflect the Secretary/Treasurer shall serve as one of the members on this committee. Rick made a note of the proposed recommended change for the by-law committee. Jim stated that the chair of any committee can make a decision if they wish to have a co-chair as this decision does not require a by-law change.

Bettie stated she really didn't have anything to report regarding the committee except she had been looking at newsletters from various organizations and suggested to have a newsletter right after the annual board meeting and then possibly having one halfway before the next conference. These two newsletters should be very beneficial to the organization.

Bettie mentioned she is constantly getting something from APPA every week and these emails are a constant marketing tool for APPA. She also pointed out Rick has a great newsletter for his group. We could also have in the newsletter a possible classified ad section which the business partners can

purchase which would provide revenue and offset costs to our association. However, one of the questions that arise is how do we go about doing this? Gloria pointed out Bettie's suggestion is something she can do when she sets up the conferences regarding advertising space. This process could be an extra "perk" at certain levels which could be included in the newsletter.

Bettie suggested after looking through some of the newsletter that we should have something regarding training opportunities. The key will be having our business partners' support this endeavor and this section will also need to be posted on the website and list serve. We also need to have the various colleges and universities writing articles. Example "Let's show case your college."

Dee asked if there would a particular person who would be responsible for this newsletter or would there be a committee. Bettie suggested a committee be formed. Rick stated that phone calls would be a great way to obtain information as some individuals will state they are too busy to write a news article. However, with a phone call the committee person could obtain some information as to what is going at their campus and thus we have an article. Rick stated it doesn't have to be a long article, keep it simple.

Gloria pointed out most universities have a marketing department and it is possible that the committee members could contact the various universities and obtain information. Jim stated his university has a dedicated person for their facilities which is shared throughout their campuses.

Bettie stated she has photos from the conference which Miles provided to her on a disk; but she doesn't think we need to let too much time go by before sending out something.

Mike stated MemberClicks has several samples of layouts which can be sent out by email. Once the committee has reached a decision as to the layout Mike can put the information on website, once MemberClicks goes on line.

Robert inquired about the listserv on MemberClicks and Mike stated this was a private area which must be subscribed to. This area in MemberClicks is not only for facilities but also business partners as well. The section will be called "Ask the Expert". Mike stated he could not have anyone in the data base right now except for him as he is still in the "testing" mode. However, this is an area which individuals can subscribe to. One of the examples Bettie showed was one of the layouts which CAPPa has and they also use MemberClicks. Lori Lance does the newsletter for CAPPa. Bettie had a concern that only members could access the site. Mike indicated only members of TAPPa could access the private conversations and Bettie felt comfortable with this process.

Sallie stated she had contacted the following individuals to serve on the committee this year right after the conference and Bettie was made aware of the selection.

Bettie Simpson-Weeks/Sallie Spotanski – Co Chairs  
Gary Emmons – Baylor  
Chad Crocker – Tarrant County College District  
Dee Littlejohn- Dallas Theological Seminary  
Rick Torres – El Paso Community College – Val Verde  
Ken Riley – Midland College  
Gloria Fuller – Event Administrator

Dee stated the newsletter committee must have ownership and although she wasn't volunteering Chad for the chair, she thought he would be really good at spearheading the committee since he is already on the membership committee.

Bettie thinks it is too much to put on one person and Sallie suggested that the Membership Committee determine who would take the "lead" on obtaining the articles. Sallie suggested Rick's letter would be a good article to get out and Bettie asked if we wanted to do a letter once a quarter or twice a year. It was determined twice a year would be a great start. Dee stated to keep it simple and have photos. Bettie suggested to have something on safety and technology but Bettie didn't want too many links and we need to have articles that are worthwhile.

### **Conference and Business Partner Meeting – Gloria Fuller and Sallie Spotanski**

Gloria provided packets regarding updates for the upcoming conferences and also documents relating to the 2014 Conference. A summary was given regarding the expenses and revenue generated for the 2014 Conference. Gloria estimated we should see a profit of between \$72,000 - \$75,000 after all expenses have been paid and outstanding checks have cleared. The 2014 Conference turned out better than expected. Gloria expressed her appreciation to Rick and his staff for everything they did to help make the 2014 the success it was. The entire board agreed with Gloria's comments.

Marshal asked what the "target" was last year at this time in regards to El Paso. Gloria stated we really didn't set or have a target as we didn't not know what to expect since it had been so long since we had held a conference there. Gloria indicated she was going to be "happy" if we made \$40,000 to \$45,000 due to travel expenses and other budget constraints.

Marshall inquired why we did so well and Gloria stated we had a great turnout from our business partners. Sallie also Rick's staff did an exceptional job on obtaining sponsorships and also day passes and the scholarships also contributed to the success.

Gloria stated sponsorship sales are a crucial and critical part of generating revenue for the conference. Obtaining business partners is not an issue as they will come but sponsorships is where we really have a "big challenge" and this is where we really need to sell.

Gloria emphasized if we don't sell the meal sponsorships at the Dallas Conference we will really be hurting. The meals at the Hyatt are going to be astronomical. Terry asked for an example of comparison of the meal costs from El Paso to Dallas, at which Gloria replied "El Paso approximately \$50,000 - \$53,000 while Dallas will be \$170,000 to \$180,000.

Gloria provided a breakdown of the way we currently have our Business Partner Levels and Business Partner Sponsorships. The Business Partners buy an exhibit space while the Business Partner Sponsorships buy into whatever else we sell which are optional (examples: meals, breaks, golf holes, promotional items, casino table etc.) The business partners can do a combination of both or either select a specific item. If the business partner wishes to attend the conference the amount of the minimum booth space for that year must be purchased. Prices of exhibit spaces vary from year to year based upon location of the conference and the example given by Gloria was for El Paso the minimum was \$750 while Dallas will be \$2,000.

Jim pointed out something to look into is the wording of the word scholarship since some companies must go through their corporate office to obtain funding instead of obtaining money locally. He pointed out the reason he was able to obtain the money he did was his personal relationship with established companies from his area. With a new company the current process might meet opposition or difficulty in obtaining funds.

Gloria stated scholarships and exhibitors fees cannot be combined due to IRS reporting. Gloria said the process works now on the registration website is the prospective business partner can make their selections on line as to what areas they wish to participate. At the end of their selection an invoice is provided to the business partner indicating the amount owed; however, a breakdown of the financial accounting is given. At the end of the conference our CPA is provided with the detail transactions and in turn our IRS filings are prepared.

Jim is not saying to change the wording but to the packaging. Gloria stated she could change how she is invoicing the business partner for an example she could indicate Gold Package Level at \$5,000. Jim seemed to think this approach might work.

A discussion was held between Curtis and Jim regarding how Curtis requested funds to participate at the conferences. It was noted Curtis had a little bit more control than the Rhonna. Jim and Bettie mentioned they had a discussion with her either at the conference. It was noted maybe we needed to have a conversation with those who are having issues in obtaining payments and see what method works best for them. Jim stated he didn't think we would be able to work out the details regarding the business partners concern at this time but he wanted to put this thought on the table for future consideration.

Bettie suggested we contact some of the business partners who had concerns and then discuss their findings at the next board meeting

Sallie stated the CPA had already stated if scholarships were awarded to individuals then 1099 forms would need to be sent to the individual. Gloria stated a "quick fix" regarding payments is that she could send an invoice for the total amount, if this process is what the business partners wanted.

Robert requested we move forward regarding the upcoming conference reports.

Gloria provided a layout of the 2015 conference in the packets. Gloria stated this was a good set-up going forward. Robert wanted clarification regarding the educational sessions and the CEFP and EFP prep courses scheduled for Saturday and Gloria stated she was waiting for feedback from Christina Williams to see if the exams can be conducted on Saturday as this will be a cost savings due to room reservation, a/v equipment and food at the hotel. If we don't have to offer the exam on Sunday then we can have classes in that spot which is what she has already allocated. Gloria stated the majority wanted to have the exam immediately following the course, instead of waiting until the next day.

Dee wanted to know if everyone had a clear understanding of what the EFP and CEFP Courses were and maybe we need to provide more information regarding these courses. It was noted in El Paso we had six individuals who signed up but only five attended. Several other comments were made regarding the EFP and CEFP Courses which we are now offering at our conferences among various board members and the impact it has on providing these credentials to our facilities attendees. Having these courses at our conferences makes it easier to justify attendance to upper management according to Rick Lobato's comments.

Marshall suggested we could have hyperlinks on the website and in the newsletters. Gloria stated there is a link on the registration site. Dee stated it needed to be explained better.

Bettie wanted to know if we would be dropping the CEU classes and Gloria said no, if the exam slots were dropped on Sunday then classes would be available during the time slot and CEU's will be offered.

Bettie wanted to know if we had done a Supervisor's tool kit recently and Gloria reported she had contacted Glen about having this course at the 2015 Conference and was advised it would cost us over \$20,000 for the food if 20 people attended. APPA only pays for the course and TAPPA must buy the materials also.

Sallie stated the Supervisors Tool Kit Courses are being offered at various universities throughout the year by APPA. Dee commented that due to the current estimated costs for the 2015 Conference maybe we can look into offering the Tool Kit at the 2016 Conference. Gloria is to check with Bob Casagrande and update the board possibly at the next board meeting regarding her findings.

Gloria briefly reviewed the floor plan in the 2015 packet and the booth spaces sold so far. Gloria stated we were a little ahead of schedule as we had not gone "on line" at this time. She is anticipating for registration to open September 1<sup>st</sup>.

Gloria announced we had two Grand Prize Sponsors for the 2015 Conference; Curtis King representing Shoppa's and also Metro Golf Cars will also be donating a utility cart. Gloria briefly reviewed the sponsorship items that have been sold so far and stated she had added some upgraded advertisements to help generate revenue.

Only two official spouse tours will be available at the 2015 Conference, one to the zoo and one to the mall. Also at this time, SMU is deciding whether they are going to have entertainment or a keynote speaker. Gloria also stated if there were any changes to what she has proposed on the agenda now is the time the changes must be made.

All speaker proposals are at SMU at this time. Keith and his staff are going thru the submissions and Keith has been provided with the log and rate sheet. If Keith determines there is enough value to have a class offered twice then this will happen.

It was noted the Bush Library official tour will only be offered on Sunday, March 29<sup>th</sup>. Gloria stated when scheduling the conferences she attempts to offer enough classes to encourage and justify facilities attendees and also to keep the classes on Monday to a bare minimum so our business partners will get the most for their money. Also the Business Partner Business Meeting has been moved to Monday. Since the business partners tear down on Tuesday and most can't attend the meeting due to flight schedules or other travel arrangements.

In regards to the Business Partner Meeting, Sallie stated Bruce McIntyre suggested since Curtis was the Business Partner Liaison that he conduct the Business Partner Meeting instead of the Board conducting the meeting and this suggestion was well received.

Gloria announced there weren't any updates regarding the 2016 Conference at this time.

Gloria reconfirmed we were "good to go" on the schedule she had just presented relating to the 2015 Conference and this would be the format going forward, with the exception of checking with the hotel for additional room space regarding the Supervisors Tool Kit being offered at the 2016 Conference. Mike inquired as to when Gloria wanted to go live with the registration site and Gloria stated September 1<sup>st</sup>.

There being no further matters to discuss regarding the conference reports Robert called a small break.

**Break: 10:30 a.m. – 10:45 a.m.**



Robert resumed the board meeting at 10:45 a.m. and introduced the new board members, Bridget Blizzard from UT- Austin and Dee Littlejohn – Dallas Theological Seminary and welcomed them to the board. All board members introduced themselves and gave a brief bio.

A brief discussion was held regarding getting more ISD involved in our conferences.

Robert announced since Bridgett and Dee are now a part of the board, he had appointed them to spearhead the SOP Committee and they will serve as Co-Chairs. Bridgett thanked Terry for emailing her the Best Practices Guide which he prepared and commented on the document being a great tool and guideline for her and Dee to work with. Terry stated he compiled the report from several meetings over the past several years. Sallie mentioned conference guidelines had been adopted by previously by the Board and Gloria will send a copy of the approved guide and timelines to Bridget and Dee.

At this time the SOP Committee will be an Adhoc Committee. A description and process for this committee will be provided at a later date.

Robert inquired about future conference hosts and Gloria informed him to add Keith Gardner's name to the 2015 Conference. The 2015 and 2016 Conference updates were discussed prior to the morning break.

The 2017 will be held in Fort Worth and hosted by TCU with Hollis Dyer representing TCU. Mike Miller with UT- Austin will host the 2018 Conference. The 2019 Conference has not been determined but Gloria will check out the venues in Lubbock and/or Corpus for 2019. Jim Norcom graciously consented for the University of Houston to host the 2020 Conference.

Discussion was held regarding going to smaller universities or colleges encompasses transportation, hotel accommodations and adequate space. However, as Bettie pointed we could possibly have a rotating schedule as APPA does. Gloria stated she does the majority of the work and our current process makes the roles of the institutions more of a supportive roll and stated a lot of the hotels are contracting out their A/V.

Gloria states she has sent out guidelines and timelines to prospective hosts. Virtual tours can be conducted at the conferences. Jim pointed out we must look at key locations that are accessible and economics is crucial. Gloria stated the Board Members should be part of the volunteer group. Several other board members had numerous comments regarding their opinions on selection of towns and process for future conferences. Having everything in one location is what Gloria stated the Business Partners like.

Robert indicated we would move on to other old business.

Sallie wanted to thank Gloria for her efforts in having no outstanding balances due for the 2014 Conference and this is the first time since 2009 that we would not be extending our filing with the IRS until February.

#### **APPA – Mexico Update:**

Lalo wasn't present to provide an update on APPA's progress regarding the Mexico venue. Lalo serves as APPA's representative. Bettie said she would be happy to contact Lalo to see if he was at the point where we could start sending our newsletters to some folks in Mexico.

Several comments were made by various board members regarding the Mexico endeavor. Rick stated he and his staff tried to reach out to several contacts which they knew in Mexico for their conference and these individuals seemed interested at the time but no one attended the conference. Also, an attempt was made in 2013 when the conference was held in South Padre, but no attendance. Dee was curious if passports might be the issue and also Bettie mentioned economics.

Robert recommended we move on to Mike's report:

**Information Service:** - Mike Billingsley

Mike provided a demo of the new website and stated at this time changes made by and through MemberClicks were almost complete and indicated there be a forum on the website and we would have a database going forward. Mike stated once we transferred the domain over to the new website it would become TAPPA.net.

Sallie pointed out before we go "live" to the new website, some minutes that were missing along with the officers and directors information on the old website. Curtis also pointed out to check spelling and grammar. Bettie requested that Mike send the link to all board members regarding the new website. Terry wanted to know the target date? Gloria stated September 1<sup>st</sup> is when the new site had to be up. Jim reminded us that there was a 90 day window for MemberClicks which would make it sometime in August. Mike stated the new website was a lot cleaner and we now have social media. Once registered as a board member access will be given to the E-list (accessible also for business partners, board members and TAPPA members). The E-list will have also have feature called "Ask the Expert." A brief review of how the E-list works was demonstrated.

TAPPA Members will also have their own forum and Board Members would not be able to see this section nor would the Business Partners. Bettie asked why the Board would not be able to see the discussions. Mike's reply was "it might be something they didn't want the Board to see." Marshall inquired as to who asked for the forum to be set up this way and Mike replied no one told him to set it up this way, he took it upon himself to make the decision. Gloria's understanding was there is a forum for facilities and one for business partners. After several discussions and comments by various individuals it was determined the Board is to have access to all forums, sections and groups.

The meeting was adjourned for lunch and Robert stated we would continue Mike's report when we returned following lunch.

**11:58 p.m. Meeting adjourned for lunch**

**1:03 p.m. Meeting resumed**

Robert announced we would continue where we left off with MemberClicks and asked if we were finished with the "demo".

Mike continued with his demonstrations in regards to the MemberClicks website. This demo was how the profile would look, social committees sections, E-list, favorites, and etc. He also explained and demonstrated the current process on the old website and stated the new website would be much easier regarding the listserv. On the new website, there will be an active and current database and Mike will no longer have to add and delete members request as this process will be handled by the end user.

Mike stated we were basically tied into a template and some things can be changed at an additional cost, while he is able to make some changes. Jim requested Mike to ask about the cost for changes. Mike explained some of the changes can be made by him as these are images. Various opinions were tossed back and forth between board members as to how the new site should look and how information appears and also tracking capabilities.

The question arose as to what happens if something happens and Mike is unavailable to take care of the website. Mike indicated it would be better to have a backup and they would need to have knowledge about websites. However, the worst case scenario would be for MemberClicks to make changes for an additional cost. Mike stated he had to use a lot of HTML with MemberClicks and there are also script limitations.

Bettie wanted to know about the scrolling of the various business partners on the website and Gloria explained this advertisement was included in the packages purchased at the 2014 Conference. Based upon the type of package purchased determines the amount of advertisement received.

Bettie brought up the question whether there would be a training session at the next conference as to how to use the new site. Mike agreed this would be a great suggestion. He also highly recommended staying with Cvent as opposed to using MemberClicks Financial Package and Registration.

Several members agreed we could have possibly a 15 minute presentation at the opening breakfast on navigation on the new site and also the Mobile Guide App.

Marshall suggested we move along as there were so many opinions regarding the website with this being said, Robert appointed the following to serve on the Temporary Website Adhoc Committee:

- Mike Billingsley - Chair
- Bettie Simpson Weeks
- Marshall Lasswell
- Gloria Fuller
- Curtis King
- Sallie Spotanski

Mike stated with MemberClicks we are limited to the space allotted for photos and videos allotted and he is requesting a second domain name which would cost approximately \$9.00 month for hosting and approximately \$35.00 a year which could be implemented into MemberClicks. A motion was made by Sallie and seconded by Bettie for Mike to obtain a 2<sup>nd</sup> domain name for being able to have a photo gallery. The motion carried unanimously.

The meeting continued on to Member Benefits and this has been discussed throughout the board meeting as we are now providing our members with a forum, automatically enrolled with their scholarships, and is the \$25.00 dues sufficient, and are there other benefits which need to be addressed.

Sallie commented that we are trying to do so much at one time that we really need to focus on what is the most important.

Jim discussed the new process of having the dues accessed during the registration process and providing a membership card and welcome letter. Several suggestions and comments were made what we could do to show the benefits of joining TAPPA.

The dues and scholarships process was also discussed in this session of membership benefits and some of these comments and suggestions will be taken under consideration by the various committees.

### **Budget/Finance Committee:**

The various committee chairs will make their request or plan by email to the President for funds for their projects. This committee will be considered a process and not an SOP. For those who are co-chairing a committee, their email will indicate a signature "co-chair". Once the President approves the expenditure the Secretary/ Treasurer will initiate the payment. A motion was made by Sallie and seconded Dee to accept the process as noted. The motion carried unanimously. Reports will be provided regarding expenditures.

In regards to method of allowances, Sallie stated she would work with the chairs regarding reimbursements and/or invoicing.

### **SOP Committee:**

This topic was covered earlier in the meeting and there was nothing else to be discussed at this time.

### **CAPPA Representation:**

Marshall stated he would not be attending the CAPPA Conference in October as TAPPA's Representative thus Rick Lobato will be the TAPPA Representative. A brief discussion was held regarding what all is involved. Gloria stated we have provided complimentary booths to CAPPA at our conference and in Dallas last year CAPPA did the same for us. Rick suggested he could get some of his staff to assist with the booth and there would be very little expense if any. Sallie pointed stated any expense not covered by CAPPA according to the previous boards' minutes TAPPA would pay.

Bettie will work with her committee members and see what is suggested to give away TAPPA booth relating to the October Conference and notify the Board accordingly. Business Partner Packets and possibly 2015 pins were suggested and Rick would like to have a copy of the 2015 Video.

Individual conversations were made as to what promotional items could be given away and also using the QR Code at the different conferences. Bettie raised the question about manning a TAPPA booth and just attending various conferences.

Jim asked how many people go to TCUF. Jim stated he could represent TAPPA at TCUF. With this being said, Marshall and Jim will be an ambassadors to TCUF.

Robert determined it was time for a ten minute break.

**Break: 2:20 p.m.**

**2:33 p.m. - Meeting Resumed**

The next item of business discussed was the addition of adding another Business Partner to the Board with this will become a staggered term; however, this discussion was momentarily delayed until Curtis was back from the break. In the meantime it was determined the PD (Position Descriptions) topic would become part of the SOP Committee's task.

Robert confirmed that Gloria was to take care of the "thank you" letters and also did anyone have any comments regarding "Lessons Learned from the Conference."

## **New Business:**

Covered Concerns under Lessons Learned:

Adequate lighting was an issue at the conference and Rick pointed out for the past two conferences when the video is being played at the banquet there has been an issue with the volume. Rick suggested we have a "dry run" to ensure there are no issues.

Bettie wanted to know if we notify the business partners as to what equipment and booth spaces are available to them and Gloria advised all information is provided in the packets she sends out. Gloria stated one of the reasons there might be an issue is when the business partners register for the conference they list their admin's email address so the notifications go to the admin instead of the attendee. However the admin should be disseminating the information to the attendee.

Marshall was curious as to how we were able to get the conference account closed out so fast this year and was informed Gloria handled everything instead the host. Previously, the host paid the invoices and provided receipts to Gloria. Since Gloria is now TAPPA's Event Administrator, she handles all financial accounting for the conferences. Gloria emphasized since TAPPA is ultimately responsible for the conference the host's role has become one of support. Gloria mentioned since money comes in through Cvent and all of the invoices are paid through her with the exception of whatever is paid by Sallie (copies sent to Gloria) she is able to keep on top of things in a timely manner. Gloria explained the Conference Host, Secretary/Treasurer and she has a credit (debit) card. With this process in place there is transparency and there are three people on each bank account. Rick commented this process worked great for his conference and there were no issues whatsoever.

Bridget stated there were some issues regarding the temperature in the class rooms at the last conference. Bettie stated the registration at the hotel was really a nightmare. Gloria explained she had gone through four contacts with the hotel in the past two years. When someone left that she had been dealing with no one would tell her or forward any information to the next point of contact. The General Manager never responded and Gloria had to make another trip out there.

Bridget also expressed she had difficulty in obtaining hotel rooms and/or confirmation numbers. Another comment Bridget made was the Board should not participate in the door prizes. She thought the Board should step away and let others have the opportunity to win.

Dee's indicated that Board members should be allowed to participate in the drawings held at the exhibitor booths and Sallie agreed. If a Board Member takes the time to visit the exhibitor booth they should have the opportunity to drop their card and/or name into that particular booth. Bridget stated perception of the whole group should be kept in mind. Gloria stated this concern is the same as the volunteers who work the conference, as they are not allowed to participate; however, they have their own special event after the conference and have door prizes at that function.

Terry stated whatever we decide upon needs to be documented so at the next conference everyone has an understanding as to what is going on. Lengthily conversations went on between various board members regarding their opinions regarding the topic of gifts and drawings. Curtis explained his process concerning the drawing which he conducts at his booth.

Jim's suggestion was:

- Announce up front that Board Members would not be eligible for gifts bought with TAPPA funds in regards to drawings held throughout the conference.
- And everyone would be eligible for those gifts purchased by the business partners, with the exception of business partners entering other business partners' booths.

Curtis stated it would be very difficult to exclude business partners from entering their names in other business partner booths. Curtis stated he will address the proper protocol with the business partners during the Business Partner Meeting.

It was suggested again that an announcement be made at each conference as to who is eligible to enter the various drawings and possibly have something on the registration site regarding drawings. Excluded will be drawings or prizes at the golf tournament and casino night.

Rick suggested that we have various people from the audience conduct the drawings as it looks cleaner and perception is most important.

Dee asked if an SOP should be implemented regarding prize drawings and everyone agreed she should proceed.

Robert stated we would go back to "Old Business" at this time.

Overlapping Business Partner to be added as a board position with staggered term as suggested in April. Curtis stated we need to be careful as there are some new people that might need guidance. Bettie explained to those who were new that the Board wanted continuity with the Business Partners. Gloria stated the Business Partners should make the selection as to who they want and the decision should not be Curtis' decision. Curtis stated we need to have something on our website to the benefit of why our business partners should attend the TAPPA Conferences. Jim agreed we must keep our business partner relationship strong and tight and justification not only for ourselves but for our business partners that do not conflict with state requirements so we would not lose their support to other organizations or be absorbed by CAPP.

Sallie stated some of the business partners stated they had received no contact from the Business Partner Liaison. With the new website tools, this matter could possibly be resolved as Sallie explained our new business partner didn't know there was a liaison.

Terry suggested that if we wanted to have overlapping liaisons we must act NOW before the next board meeting as Curtis is on the last leg of his two year term. Jim suggested that Curtis reach out and ask for nominations and let the business partners' vote, after which the Board will be notified of the results. Jim stated that Curtis not be selective.

Jim advised Curtis he must send out the notifications to all business partners. Gloria is to provide Curtis with the most listing of all business partners. A motion was made by Jim Norcom and seconded by Rick Lobato for a second business partner liaison. The motion carried unanimously.

Sallie is to be notified of all nominations and voting results as arrangements must be made for the October Board Meeting and this vote will become a part of the official records.

Terry made a motion to have the second Business Partner in place by the October Meeting and in March a new business partner will be elected at the Business Partner Meeting. Business Partners will be

elected for a two year term on a staggered basis. Rick Lobato seconded. The motion carried unanimously.

Marshall asked if there was something that could be sent out as to what their expectations are. This will be further

### **New Business:**

Robert wanted to know if we were having CEU's at the conference how the speakers are selected. Gloria stated at this time the Host selects the speakers and the courses offered, but Gloria provided a detail process on the selection and notification of speakers.

Rick explained how he maximized CEU's during his conference. Rick stated the feedback he received back stated most attendees enjoyed the presentations by the institutions much more than by those who offered CEU's. This reason for this feedback might be because the attendees did not need CEU's. Bettie stated it takes a couple of weeks to see if what it takes to obtain CEU's. Bettie will check into what it takes to obtain CEU's. Rick stated some like the round table concepts.

Surveys are on the guidebook and can be pulled up by speaker and/or presentations and also a survey is available after the conference on CVent. Jim would like to see more than a rating of 1-5 relating to questions asked.

Sallie stated that a lot of the speakers did not pick up the evaluations that were filled out by the attendees for a particular class. Rick confirmed this also. Gloria stated more than 50% were pleased with way the conference went.

Mike stated with the new website he had a way to poll.

Gloria stated the speakers must be locked in by July 15<sup>th</sup>. After numerous conversations regarding the selections of speakers, Gloria stated she would email the evaluation matrix received to Jim, Rick, Bettie, Dee, Robert and Marshall for their review. Gloria does not feel it is her place to review. Marshall will send the matrix he composed for TCUF to those who would like to see it.

### **TAPPA Insurance Policies and GAP Coverage**

A discussion was held regarding TAPPA's Insurance Policies and GAP Coverage for Board Members. Robert announced to those new to the board, Terry was involved in an accident at the end of the 2014 Conference. It was discovered at that time that we did not have the adequate auto insurance even though we were under the impression we did based upon prior policy information. However, we do have insurance coverage for the conferences but the GAP Coverage was missing

Sallie provided an update regarding her correspondence with the insurance company and the rental company known as Enterprise. The rental was paid with a Visa Debit Card it is possible Visa will pay for the total loss of the vehicle. Sallie stated the loss is \$16,188.31 at the present time and that she has been keeping Robert, Jim and Terry updated with all correspondence relating to that issue.

Terry is asking that TAPPA to pay for the loss so he would not have to file a claim with his insurance company. Terry is not asking for any medical reimbursement as his medical are being handled under workmen's company.

Terry explained the other vehicle involved was covered under State Farm and Enterprise attempted to seek reimbursement under through that insurance company and it was denied. Terry 's personal insurance is through Safeco and after speaking with his agent he was advised it would take 30 years to recoup this loss and there is a possibility that Terry's insurance would be cancelled.

Terry left the room so the Board could discuss Terry's request to have TAPPA pay for the loss. Sallie stated she is working diligently with Visa and it appears that Visa might pay the claim but it will be several weeks before a final decision is reached. So to eliminate any addition stress to Terry and to get this matter resolved in a timely manner a motion was made by Sallie and seconded by Jim that TAPPA pay for only the loss of the vehicle, in case Visa does not pay the claim.

Sallie is to contact our insurance agent and obtain umbrella coverage for Board members and will keep the Board updated.

Terry was called back into the room and advised of the Board decision. Terry expressed his appreciation to the board.

Our next board meeting will be October 18<sup>th</sup> at 9:00 a.m. and details will be coming at a later date.

The last item discussed was in regards to Article 6, Section 5 of the By-laws regarding the right to exercise the removal of a board member. A discussion was held and facts presented concerning Gerry Rodriguez's attendance record this past year. A motion was made by Bettie and seconded by Sallie that Gerry be removed from the board. Robert will contact Gerry and advise him of the Board's decision.

Due to the removal of Gerry from the board a motion was made for Chris Campbell by Sallie and seconded by Rick to allow him to fill that position. This position has two remaining years.

There being no further business Sallie made a motion to adjourn the meeting and Jim seconded. Motion carried unanimously.

**Meeting adjourned at 4:20 p.m.**

Respectfully submitted

Sallie Spotanski  
Secretary/Treasurer