American Mosquito Control Association
Board of Directors Meeting
4 June 2020

Minutes
(via Zoom web conference)

PRESENT

AMCA BOARD MEMBERS IN ATTENDANCE
Ary Faraji, PhD, President
Jason Kinley, Past President
Mark Breidenbaugh, PhD, President Elect
Dennis Wallette, Vice President
Gary Hatch, Treasurer
Broox Boze, PhD, Industry Director
Lee Cohnstaedt, PhD, West Central Regional Director
Robert Duryea, North Atlantic Regional Director
Christopher Lesser, South Atlantic Regional Director
Gregory Barron, North Pacific Regional Director
Brian Byrd, PhD, Mid-Atlantic Regional Director
Herff Jones, South Central Regional Director
Mark Clifton, PhD, North Central Regional Director
Gary Goodman, South Pacific Regional Director
Catalina Alfonso-Parra, PhD, International Director

AMCA STAFF IN ATTENDANCE
Natalie Perry, Megan MacNee, Evan Wise, Nito Goolan, Kate Peyser, Dave Butler

GUESTS
Joe Conlon, AMCA Technical Advisor
Dave Brown, AMCA Technical Advisor

CALL TO ORDER, WELCOME, INTRODUCTIONS
The meeting was convened at 9:03 am PST by President Faraji.

Faraji welcomed members to the call.

AGENDA
Faraji asked to add an item under consent concerning funding for the Archives Committee. A motion was made to approve the agenda as amended.
  o  **Motion:** Wallette, Boze second. Motion approved without objection.

MINUTES
Members suggested several edits to the 27 April 2020 board minutes. A motion was made to approve the minutes of the 27 April 2020 Board of Directors meeting with suggested edits.
  o  **Motion:** Goodman, Jones second. Motion approved without objection.
STRATEGIC PLANNING
Faraji reviewed the recent steps volunteer leaders and staff have undertaken to consider the strategic planning process, including board approval to begin a process and solicitation of RFPs. Faraji noted that staff received five proposals, which were then reviewed by the executive committee and three consultants were chosen for subsequent interviews.

After selecting a final two proposals for presentation to the Board, committee members had further discussions and agreed to recommend that AMCA forstall entering into contract to conduct a strategic planning process at this time, given the uncertainty relative to COVID-19 and its impacts on operations, revenues, and in person meetings. Faraji expressed disappointment with the final outcome and stated he understands the hesitation surrounding the final decision, and hopes that the strategic planning can be revisited in the near future.

Faraji also noted that members suggested AMCA may wish to consider conducting member research and a survey now to help inform the Board concerning member and partner priorities. Faraji asked if the Board preferred to conduct member research internally or utilize a consultant.

Discussion:
Members thought it was a good idea to conduct the research; research must be done to collect preferences of all/representative sample of members; research will help leadership better understand who members are and what various segments of members want from AMCA; utilizing a professional would be preferable if the cost was reasonable.

- **Motion**: A motion was made to direct staff to solicit contract proposals for member research in the amount of $15,000 or less. (Goodman, Clifton second). Motion approved without objection.

Butler asked if the Board was interested in also utilizing a consultant to perform board training, board development, and leadership development.

- **Charge**: Members directed staff to solicit a proposal for board development and leadership development from Managance, one of the final two firms identified in the selection process.

CONSENT CALENDAR

Archives Committee
Faraji had received a funding request from Scott Crans, Chair of the Archives Committee, prior to the meeting. Faraji requested the Board approve $500 in the upcoming 2020-21 budget as a line item for the Archives Committee to offset purchase costs for materials and supplies that would aid travel and display of archived materials at AMCA meetings.

- **Motion**: A motion was made to approve a budget of $500 to the Archives Committee. (Kinley, Barron second). Motion was approved without objection.

TREASURER REPORT

AMCA Treasurer Gary Hatch reviewed the April YTD Financials. Hatch noted that not all refunds for members and sponsorship have been processed so revenues for the Annual Meeting are overstated.
Membership revenue is running slightly ahead of budget; the Annual Meeting is projected to be approximately $43,000 under budget, after accounting for refunds and contributions.

Hatch noted that he is working with AMG staff to develop a final draft of the 2020-21 budget and is considering the following assumptions:

- Membership revenue down 30%
- Annual Meeting registration/sponsorship revenue down a combined 30%
- Some (yet to be determined) additional expense for virtual elements of the Annual Meeting

Discussion:
Members asked about estimated year end Hatch’s financials for 2019-20. Hatch said he thought AMCA would end the year at net positive ~$100,000, using the legislative funds against the bottom line.

- Motion: A motion was made to accept the Treasurer’s Report. (Barron, Duryea second). The motion was approved without objection.

ANNUAL MEETING

Natalie Perry, AMCA Meeting Manager, reported to the Board concerning developing plans for the 2021 Annual Meeting in Salt Lake City.

Perry noted that presenting a “hybrid” meeting with some in-person and some virtual content was becoming an industry best practice, would be appropriate for AMCA’s 2021 Annual Meeting and is consistent with the small survey sample AMCA recently conducted. Perry indicated that she thought that selling a “virtual ticket” to one meeting track, broadcasting programming in one meeting room, which she indicated would be the most economical option versus broadcasting the entire meeting in all meeting rooms. Perry is also hoping to include a virtual exhibitor space. She is currently collecting bids from vendors, including from Digitell, which currently provides AMCA’s webinars. Finally, Perry noted that she was looking to reduce the room block by at least 30% and can do so by not executing on unsigned contracts and is in talks with the convention center about reducing F&B minimums.

Discussion:
Members see a hybrid meeting as an opportunity to engage more member and lower level staff people and view it as a member value with ongoing benefits. Members expressed concern that participation may not be as significant as we envision, given ESA’s recent experience. Members noted that some speakers were not willing to allow content to be replicated electronically. Perry indicated she would include that question on the abstract application. Members encouraged staff to consider the cost of hosting presentations and the capacity of AMCA’s website. Members expressed caution about moving to a hybrid meeting permanently, as “nothing replaces the benefits of personal contact and interaction.”

✔ Consensus: Members agreed to host a hybrid meeting for the 2021 Annual Meeting.

MEMBERSHIP COMMITTEE

Dave Butler provided the following:

- Reported current membership numbers for 2019-20.
- Reviewed the renewal process, noting that renewal notices began in May with electronic notifications and will be followed with mailed renewal notices in June and July.
• The International Membership is currently being developed by the Bylaws Committee, including scope, benefits and pricing.

PUBLIC RELATIONS COMMITTEE

Dave Brown and Joe Conlon reported on the following items:

- **Social Media Coordinator** – after a nominations and selection process, the committee is recommending Brianna Ball of Orange County, CA to serve as the new social media coordinator. Brianna was the best of six candidates that applied for the position. She is the current Communications Specialist for the Orange County Mosquito and Vector Control District.

- **Public Relations Committee** – Brown has sought to reinvigorate the committee by recruiting one person in each regional district to serve on the committee. Brown noted that all districts had nominated a representative and most have public relations experiences with many serving as PIOs in the respective districts.

- **Ask the Expert** – Brown is seeking to engage the regional directors to respond to inquiries received on the AMCA website, with a goal of a 48-hour response time.

- **Mosquito Awareness Week** – Joe Conlon reported that preparations were complete for MAW 2020, the week of June 21. Conlon noted there had been come discussion on the PR Committee about moving the date up to coincide with the school year or have two dates – one for schools in the early spring and one for communities in the summer. Members suggested considering the development of a toolkit that can be used whenever the region deems it most appropriate to communicate about mosquito awareness, noting that Florida is already spraying in January whereas Michigan may not spray until June.

- **Charge**: The Board directed the Public Relations Committee to consider a revised plan for Mosquito Awareness week for 2021.

Weekly e-newsletter – Faraji asked the Board to consider the establishment of a weekly electronic newsletter that would replace the monthly e-news. The idea was brought forward by Gary Goodman who has similar experience with a weekly e-news with MVCAC, also produced by AMG.

**Discussion:**
Information must be timely and fresh, not canned. More consistent distribution can possibly assist with advocacy alerts from the L&R Committee. Any change should be revenue neutral with advertisers or perhaps an increase in revenue.

- **Charge**: The Board directed AMG staff to implement more consistent communications that meet the goals stated above, with input from the Public Relations Committee.

  o **Motion**: It was moved to approve Brianna Ball as social media coordinator. (Boze, Goodman second). Motion was approved without objection.

LEGISLATIVE AND REGULATORY COMMITTEE

Board Liaison Gary Goodman reported on the following items:
• **Appropriations process** – L&R Committee members are working with AMCA’s advocates in Washington, DC to support appropriations requests associated with the SMASH and TICK Acts. Please watch for any subsequent advocacy alerts if they are required.

• **Future Federal Funding** – Goodman is working with Dave Brown to position AMCA as a grantee for CDC grants and hopes to position AMCA for competitive grant funding to administer another round of Train the Trainer modules and funding a possible national roll-out of VectorSurv, developed by UC Davis.

• **ESA Issues** – Dave Brown noted that as Vice Chair, he is working with Angela Beehler to identify a consulting firm that can assist AMCA in developing policy positions around upcoming designations of insects under the Endangered Species Act, including bumblebees and monarch butterflies. Brown noted these designations have the potential to impact the use of pesticides

**EXECUTIVE DIRECTOR REPORT**

Dave Butler reported on the following issues:

• **Volunteer Leadership Positions**: Butler noted that he observed that there were no volunteer leaders assigned to two key functions of the organization — membership development and sponsorship development. Butler asked the Board consider identifying the President Elect to lead in these two areas by chairing the Membership Committee and working with staff to solicit sponsorships from corporate partners. After discussion, board members concluded no changes were needed and staff should continue to lead efforts in these two areas. This topic will be revisited and brought up for discussion once again should AMG require assistance.

• **Database** – Butler noted that AMCA was the only AMG client using Your Membership and suggested AMG staff be allowed to present a proposal to switch AMCA to MemberSuite, which offers more functionality and ease of operation.

• **AMG Evaluation** – Butler noted that AMG has managed AMCA for nearly a year now and that perhaps the Board would desire a year-end evaluation.

• **AMCA Incorporation** – Butler reviewed recommendations from AMCA legal counsel concerning options to change the location of AMCA’s incorporation, given AMG’s location in California.

**Charge**: Members directed AMG staff to present a proposal to switch to MemberSuite to the Membership Committee for consideration and recommendation to the Board.

**Charge**: Members directed Butler to work with Wallette, Breidenbaugh, and Kinley on the development and implementation of an evaluation of AMG’s services for distribution in July for initial presentation to the Executive Committee.

- **Motion**: A motion was made to register AMCA in California as a “foreign” nonprofit and maintain its corporate status in New Jersey and charity registration in both New Jersey and California, and also file a tax exemption request with the California Franchise Tax Board (Jones, Clifton second). Motion was approved without objections.

**NEW BUSINESS**

Nominations and Awards Committee
Jason Kinley reported that a call for awards nominations was sent on June 9. A similar call for nominations for Vice President is forthcoming.
ADJOURN

There being no other business, a motion was made to adjourn the meeting. (Wallette, Kinley second). The motion was approved without objection and the meeting was adjourned at 11:20 am PST.