

BOARD OF DIRECTORS MEETING MINUTES

Date: Tuesday July 23rd, 2019
 Time: 9:00 am
 Location: Vial Fotheringham Office

DIRECTORS PRESENT: EXECUTIVE DIRECTOR: Laura McDermott (Yes)

DIRECTORS:	Yes/No	DIRECTORS	Yes/No
Andrea Klopfenstein	Yes	Laura Hall	Yes
Mike Gallagher	Yes	Ryan Harris	Yes
Barb Casey	No	Sara Eanni	Yes
Dena Doney	No	Mark Segal	Yes

1. Meeting called to Order by Laura H. at 9:06 am
2. Approval of Meeting Minutes
 - a. Motion made by Barb. to approve June 14th board meeting minutes, motion by Laura H. second by Mark, passed unanimously.
3. CED Report
 - a. Sponsorship package draft ready for Sept meeting.
 - b. Membership numbers- Will share with the Board at next meeting
 - c. CA Day will be at Montgomery Park 2020
4. Treasurers Report
 - a. No Report
 - b. Need to get financial report done by end of week (Friday). June and July will be done by August Board Meeting.
 - c. Budget will be done a week before the Sept Board Meeting.

OLD BUSINESS:

5. Letter to National
 - a. Signed Letter

NEW BUSINESS

6. Video Education Series Proposal
 - a. Feedback to the committee:
 - i. How to pick people
 1. It needs to be very well defined who qualifies and who doesn't.
 2. Scripts? You must collect them from the vendors ahead of time in order to make sure they are not selling themselves.
 - ii. Sponsorship Package
 1. Get the vision and purpose. Is this for advertising or is this for advocacy of CAI. This will determine if it can go in the sponsorship package or not.

7. Demonstration Tradeshow
 - a. Feedback:
 - i. Is it reasonable for 40 managers at \$25 each?
 - ii. How to make the presentation not dry and engaging
 - iii. Video during presentations- Maybe look into costs of this
 - iv. Concern-Not getting enough people there.
 - v. 20 booths- Is this do-able
 - vi. Are we blowing out vendors marketing budgets on another event
 - vii. Possibly look to do a summer event and replace for a luncheon.
 - viii. Might be competing with CA Day. (possibly different targets too)
 - ix. Needing a free location
 1. Possibly a parking lot- Vial ?
 - b. Conclusion- Look to table for a year and see what happens with CA Day in 2020. Table till August Board meeting
 - c. Board Vacancy- Kate Senter is no longer in the industry and has resigned from the CAI Board of Directors.
 - i. Scott Wells- Riverview Bank
 1. **Action Item:** Laura H. to call Scott
 - ii. Motion: Laura H. Motioned to have Sara Eanni be secretary for remaining term. Andrea Second, passed unanimously.
 - d. Insurance Policy
 - i. Need to review with Ryan and determine if we need to increase our liability insurance.
 - ii. **Action Item:** Sara E. to discuss with Ryan and our current insurance agent.
 - e. Kick Off
 - i. Cant find enough sponsors
 - ii. Reads as a social event but supposed to be educational
 - iii. Look to do a luncheon in January instead of Kick off
 - iv. Look to do a “winter award social”

Table till next meeting

8. Next board meeting is at MAC on August 9th 9 am

Meeting Adjourned at 10:26 am

SUMMARY OF ACTION ITEMS:

Action Item	Assigned To	Comments
CA Day Budget	Laura M.	Budget Revision
Call Scott Wells	Laura H.	Need to talk to Scott Wells about open position on the Board.
Insurance Discussion	Sara	Review with Agent and Ryan
Financials and Budget	Andrea	Prepare and send June & July financials by next Board Meeting