

BOARD OF DIRECTORS MEETING MINUTES

Date: Friday June 14th, 2019
 Time: 9:30 am
 Location: MAC

DIRECTORS PRESENT: EXECUTIVE DIRECTOR: Laura McDermott (Yes)

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

1. Meeting called to Order by Ryan at 9:36 am
2. Approval of Meeting Minutes
 - a. Motion made by Barb. to approve May 10th board meeting minutes, second by Dena, passed unanimously.
3. CED Report
 - a. Read reports
 - b. Jim M. and Sara E to start awards for 2020 in Oct. 2019 with Laura M help.
4. Treasurers Report
 - a. Accounts receivable- Need to look into further
 - b. Need to look at income/expenses for our events
 - i. New Reverse Tradeshow- Profit of \$9,300
 - ii. Added membership drive
 - iii. CA Day lost \$6,300 (\$9,000 swing from 2018)

OLD BUSINESS:

5. Letter to National
 - a. All will sign electronically.

NEW BUSINESS

6. CA Day: **ACTION ITEM:** Sending budget back for additional items
 - a. We need to include registration income in the budget
 - b. Account for freebies that are given in the premier sponsorships. That includes 7 single booths that need to be backed out of the income (7*\$575=\$4,025 which are freebies)
 - c. Make sure it balances
 - d. Nothing in the expenses for Audio/visual however it was discussed that 2019 approximate costs were between \$3,000-3,500
 - e. Adding a contingency or increasing the misc. line item as there is not enough cushion for unexpected items.
 - f. Considerations to use a different, more cost-effective venue

- 7. 2020 Budget
 - a. Events
 - i. Reverse Tradeshow- increased revenue by \$1,100
 - ii. Cruise- Adding \$1,100 in revenue
 - iii. Gala: **ACTION ITEM:** Events to meet to discuss ways to increase revenue.
 - b. Membership
 - i. Homeowner round tables- Add \$50 to printing costs
 - ii. Membership drive- made \$150 in 2019. Look to increase slightly in 2020
 - c. (A4) Marketing Committee
 - i. Demonstration Tradeshow Proposal:
 - 1. Additional vendor entrance should be \$125. (under registration)
 - 2. Need to add premier sponsorship CA Day booth to their budget.
 - d. (A5) Outreach Committee
 - i. Does need to be its own line item in our budget
 - ii. Asked that Laura M time not be tracked however she will not be expected to work on the weekends, however if she chooses to volunteer, that is up to her.
 - iii. Ask that sponsors pay with check and not CC or we will need to increase the charge by 3%.
 - iv. Motion to approve Committees proposal (A5) made by Barb, second by Andrea and all in favor.
 - e. (A6) Membership Campaign
 - i. "Charity donations" will fund to Outreach committee
 - ii. Motion to approve by Sara and second by Barb. All in Favor.
 - f. (A7) Marketing Committee Request
 - i. No approval for swag or BP referral request.
 - ii. **ACTION ITEM:** Need an actual budget
 - iii. Motion to discontinue magazine in 2020, establish a newsletter and to not print hard copies of 3rd quarter 2019 magazine made by Barb and second by Dena, All in favor.
 - g. Kick off- Looking to have all awards at this event
 - i. Sara requested to table for further discussion
- 8. Next board meeting is at Vial on July 16th at 10pm

Meeting Adjourned at 11:01 am

SUMMARY OF ACTION ITEMS:

Action Item	Assigned To	Comments
CA Day Budget	Laura M.	Budget Revision
Events Committee	Barb	Need to discuss how to increase Gala revenue
Marketing Committee	Laura H.	Need budget for 2020