

BOARD OF DIRECTORS MEETING MINUTES

TELECONFERENCE
JANUARY 25, 2020

President Stuart called the meeting to order at 9:03AM.

The following were present:

SCOTT STUART – CENTRAL FLORIDA

JOE QUINN – SPRINGS

DIANNE CHADWICK – SUNCOAST

COLLEEN MILES – SURFCOAST

HELEN LAVALLEY – SURFCOAST

SARAH SINATRA GOULD – SOUTH FLORIDA (VIA PHONE)

PAUL WIECZOREK – SPRINGS (VIA PHONE)

JIM BARNES—SOUTH FLORIDA (VIA PHONE)

BRANDEN ROE (VIA PHONE)

WELCOME AND INTRODUCTIONS

Roll call was conducted and a quorum was determined. President Stuart welcomed everyone and thanked them for participating in today's meeting. Each person introduced themselves and their chapter.

ADMINISTRATOR'S REPORT

Ms. Miles stated that the minutes of the October 2019 meeting were emailed to everyone as well as appeared in the Overview. A motion was made by Ms. LaValley and seconded by Mr. Quinn to approve the minutes. The motion carried unanimously. Ms. Miles stated that she had not received any updated membership report.

Regarding contact information update, Ms. Sinatra-Gould said she would route a Chapter Membership list to each chapter to update and she would coordinate with Sunni.

PRESIDENT'S REPORT

President Stuart welcomed the Board and began with a discussion on the need to increase membership statewide. He stated that membership had been at an all-time high of over 2,000 and now was under 500.

Ms. LaValley presented the draft membership flyer she had been working on and asked that the Board in attendance remain after the meeting to review and provide any edits.

President Stuart asked that a separate mailing go out in advance of the conference as a kick-off to the membership drive. He suggested it include a conference promotion, highlights of the most recent regional forums, the membership flyer and listing the recent successful events of the past 12 months. He asked that perhaps Mr. Roe could assist with this. President Stuart also said that he had secured a 2006 membership list that was at or over 2,000

members and that although some of the contact information might be outdated, at least it was a starting place to reach out to past members and bring them back. The Board discussed assisting with the culling out of the various email addresses to help update them.

President Stuart said he would like to push for an April date for the membership drive.

SOCIAL MEDIA COORDINATOR REPORT

Ms. Pashinina was not in attendance; however, President Stuart informed the Board that she had coordinated the soft launch of the State's Facebook page.

PRESIDENT ELECT'S REPORT

President Stuart asked Mr. Barnes to speak to the issue of the combination of the Gulfstream and South Florida Chapters.

Mr. Barnes asked Ms. Sinatra-Gould to provide the Board with her information. Ms. Sinatra-Gould said that they were waiting on the return of Joe McMannus to coordinate the closing of the current bank account and the opening of the new account with the new officers.

Mr. Barnes said that he had reached out and confirmed participation of FAU and they would have at least one representative on the new Board.

Mr. Barnes asked that State Board approval be provided in writing in order to show confirmation of the combination of the two chapters into one to facilitate the bank transactions required. It was discussed that the Board confirmation took place at the previous quarterly board meeting. Ms. LaValley referred to the bylaws and said she would provide Ms. Miles language in keeping with our requirements. The chapter is required to elect officers in order to activate financial accounts. Meeting minutes from the chapter are required.

Ms. LaValley then stated that the members of the chapter could appoint a Board and then nominate officers and conduct an election. This would provide for the formation of the new South Florida Chapter.

Mr. Barnes said that he had tried to register for the continuing credits for the Friday regional forum; however, it appeared that the fee to renew the State Board's APA FL membership had lapsed. President Stuart said he would coordinate with Sunni to renew.

VP MEMBERSHIP SERVICES REPORT

Mr. Quinn had no formal report however he did say he was assisting with the coordination of the membership drive.

VP FINANCIAL AFFAIRS REPORT

Ms. Sinatra-Gould informed the Board that the current State Budget balance was \$49,498.75. She also reported that she had received the year-end statements from Suncoast, Central Florida and Surfcoast. She said she would again reach out to the other chapters for their year-end figures. Ms. Miles mentioned that the Surfcoast Chapter's repayment check of the State seed money as well as half of the Surfcoast Chapter's profit from the 2019 conference had not cleared the Chapter's account to date.

Ms. Sinatra-Gould provided a draft 2020 budget and asked for input from the Board as this was her first attempt. The Board discussed various items and suggested that the vote to approve be held off until Ms. Sinatra-Gould could provide some options for merchandise that could be offered at the upcoming conference. This would update the existing merchandise number and therefore change the budget. The Board decided that the 2020 Budget approval could be done via telephone and Ms. Sinatra-Gould would coordinate with President Stuart as to when that would occur.

Final revenue and expenditure numbers for the 2019 State Budget were provided to the Board and with a motion from Ms. Chadwick and seconded by Ms. LaValley, the motion to approve carried unanimously.

STUDENT OUTREACH

Mr. Camp was not in attendance.

2020 STATE CONFERENCE: SCOTT STUART

President Stuart informed the Board that conference planning was underway. He said that the conference would follow the same Wednesday to Friday timeframe as in recent years. He asked that a Save the Date be put in the Overview. He asked the Board if they had seen the recent conference website created by Ms. Weiss and Ms. Rosario. He also asked the Board to please review and provided comments if they had not already. Ms. LaValley said that she had provided some revisions and the website was very good.

President Stuart said they had coordinated the

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Keynote Speaker, David Barth. He also asked that the focus be directed toward sponsorships and asked that each chapter assist.

Ms. LaValley asked for the current sponsorship contact list as Surfcoast had sponsors to reach out to but did not want to duplicate the efforts.

Mr. Barnes spoke about the need to send out the Call for Entries nominations. President Stuart suggested members for the Awards Committee: Jim Barnes as Chair, Paul Wieczorek, Thad Crowe, Branden Roe, Colleen Miles and Scott Stuart. He also suggested that Ms. Miles select the actual awards to be given through last year's provider.

The location for the State Conference had been selected as the Casa Monica in St. Augustine with a rate of approximately \$189. The specifics on what was included, etc. would be provided once more coordination had taken place. The dates appeared to be limited to the actual dates of the conference, June 10-12, no dates prior to or after the conference.

The Call for Speakers date as provided on the website was March 13, 2020, and the Board felt that was not enough lead time. Therefore, it was suggested that the date be changed to May 1, 2020. Once again, Mr. Wieczorek had offered to contribute \$500 toward the hospitality suite.

OLD BUSINESS

- Draft Flyer – as previously reported, Ms. LaValley provided the draft to the Board. The Board would review and provide edits after this meeting and it would be distributed once completed.
- Overview Coordination – to be discussed later in the agenda.
- Conference coordination – discussed throughout.
- Modify website as necessary for ease of membership renewal, etc. – the Board suggested that perhaps Ms. Weiss and Ms. Rosario might be able to update the State's website.

NEW BUSINESS

- Review overall Administrative procedures/contracts (establish Committee) – President Stuart reported that Ms. Crespo had contacted an administrative services company for a proposal outlining duties and responsibilities. Once received it would be routed to the Board for review and discussion.

- Ms. LaValley stated that the ballots for the election of officers needed to go out at least 30 days prior to the conference. President Stuart would take care of the notice. It was suggested that two (2) members may be good candidates for the VP of Financial Affairs: Lindsay Robins and Vivian Roe.

OVERVIEW

President Stuart asked that the upcoming issue of the Overview focus on the two most recent, well attended Regional Forums and the upcoming 2020 Conference. Mr. Roe asked for an article on the previous days' "Lost Cemeteries". Mr. Roe also asked that Ms. Pashinina provide an article as to "Why Social Media?" It was suggested that Ms. McMichael provide an article on a recent program held by the Calusa Chapter on Affordable Housing. President Stuart asked that the Registration Form/Call for Entries/Call for Speakers be included. He also asked that a "Save the Date" for the upcoming 2020 State Conference be added and that it include a membership link. The President's Letter and the draft minutes were also due. The member spotlight would be Philip DiMaria.

CHAPTER REPORTS

- First Coast – Conference preparation.
- Springs – Hoping to coordinate a bicycle/pedestrian event in March.
- Surfcoast - Held their annual Awards Gala in December. They were planning on a sustainability program involving a sturgeon farm that distributes caviar for March.
- Central Florida - Were hosting a Planning Trivia night in March at the Ace Café and were anticipating a good turnout.
- Sun Coast – Hosted the previous days Regional Forum with a total of 44 people in attendance including speakers.
- Gulf Coast – Hosted events every other month. May host the 2021 Conference

FUTURE BOARD MEETINGS:

Spring: "Creative Village" Orlando—Central Florida

Summer: State Conference St. Augustine—First Coast

ADJOURN – With no further business, a motion was made by Ms. LaValley and seconded by Ms. Chadwick, and the meeting was adjourned at 11:00 AM.