CAPCA BOARD OF DIRECTORS MEETING  
Meeting Minutes  
December 10, 2016  
Grove Park Inn  
Asheville, NC

<table>
<thead>
<tr>
<th>Board Members</th>
<th>Role</th>
<th>Present</th>
<th>Absent</th>
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<tbody>
<tr>
<td>Dale Overcash</td>
<td>President</td>
<td>X</td>
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<tr>
<td>Ross Smith</td>
<td>Vice President/Program Director</td>
<td>X</td>
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<tr>
<td>Rich Weber</td>
<td>Treasurer</td>
<td>X</td>
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<tr>
<td>Myra Reece</td>
<td>Secretary</td>
<td>X</td>
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<tr>
<td>Mike Abraczinskas</td>
<td>2nd Year Director</td>
<td>X</td>
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<td>Duane Mummert</td>
<td>2nd Year Director</td>
<td>X</td>
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<td>Briggs Hamilton</td>
<td>1st Year Director</td>
<td>X</td>
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<tr>
<td>Kevin Nesbitt</td>
<td>1st Year Director</td>
<td>X</td>
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<tr>
<td>Beth Partlow</td>
<td>Past President</td>
<td>X</td>
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<tr>
<th>Staff Members</th>
<th>Role</th>
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<tbody>
<tr>
<td>Ann Daniel</td>
<td>Executive Secretary</td>
<td>X</td>
<td></td>
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<tr>
<td>Connie McElroy-Bacon</td>
<td>Conference Coordinator</td>
<td>X</td>
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I. President’s Comments/Items (*Dale Overcash*)

CAPCA Board of Directors meeting called to order by President Overcash at 12:57 PM

a. **Introductory Comments**
Dale thanked board members for their assistance and hard work during his year as CAPCA President - the organization continued to advance in several areas and he truly enjoyed his time as president.

b. **Welcome to New Board Members**
Dale welcomed our new 2017 board members (First Year Directors: Melvin Stroble, Jessie King; and YP Leader, Blair Axley).

c. **Confidentiality Agreements, Whistleblower, and Conflict of Interest Policies for Board Members and Volunteers**
Documents were distributed, discussed, signed and collected. Electronic copies will be sent to members not present.
d. **Registration Software Package Update (Connie-McElroy Bacon)**
Discussed issues with *Eventbrite* and the need to evaluate software that will easily integrate with Quick Books. *Lanyon Event* looks promising but Connie would prefer to conduct a trial run before switching permanently for conference use. A motion was made by Kevin Nesbitt (2nd, Beth Partlow) to authorize Connie to conduct a trial run of the new registration software for the February board meeting.

e. **Hotel Contracts Update (Connie-McElroy Bacon)**
Hilton/Myrtle Beach is contracted through 2021; Grove Park Inn/Asheville is contracted through 2022. Indicating a desire for 5 year contracts.

f. **Myrtle Beach Overflow (Connie-McElroy Bacon)**
Several fall conference attendees have expressed concerns with accommodations at *Ocean Creek*. A proposal has been requested from *Caravelle* so that a second overflow option can be offered to attendees.

g. **Survey Monkey Results (Randy Taylor)**
Survey Monkey results of 2016 Fall Conference were reviewed and discussed. Highest response rate ever for fall conference (39%). A new question was suggested to identify business sectors represented by industry attendees.

II. **Secretary’s Report (Myra Reece/Duane Mummert)**

a. **Review / Approval of Minutes from October 12 & 14, 2016 Board Meetings and October 14, 2016 Annual Meeting.**
Draft minutes for the October Board of Directors meetings and October Annual Meeting were distributed by Duane. Corrections/typographical errors were noted. Beth Partlow made a motion to approve with suggested corrections and the motion was seconded by Mike Abraczinskas. All members of the Board voted in favor of the minutes.

III. **Treasurer’s Report (Rich Weber)**

a. **Review of Current Financial Status**
1. **2016 Actual vs. Projected Budget**
Updated Profit & Loss report was distributed and discussed. Noted scholarships were not awarded in 2016. Overall, the CAPCA organization remains in good financial standing.
2. 2017 Draft Budget
Draft 2017 budget was reviewed and discussed. A few expenses were noted at 2016 levels plus a 2% inflation rate - food & beverage noted at 2016 levels plus 3.5% inflation rate.

b. Dues and Fees for 2017 Meetings (registration and booth rental)
Discussed the potential need to raise fees due to 50th Anniversary coming up in 2019. Fees were raised slightly in 2016 - holding off for now.

c. Approval of 2017 Budget
Contributions to be adjusted to 2016 actual. A motion was made by Kevin Nesbitt (2nd/Ross Smith) to approve budget as written (can amend if necessary at February board meeting). All board members voted in favor.

IV. Spring 2017 Conference (Ross Smith)
a. Program (Ross Smith)
Shared information from program meeting earlier this morning. Session chairs have been assigned. A spreadsheet with potential topics/speakers was provided.

b. Registration (Connie McElroy-Bacon and Ann Daniel)
As discussed earlier, Connie is working with Derrick on exploring/utilizing new registration software.

c. Contributors/Exhibitors (Ann Daniel and Connie McElroy-Bacon)
Discussed Attendify and potential "add-ons" for contributor recognition. Will keep discussing for now, and experiment more with Attendify. Will add a Survey Monkey question to gage interest of contributors to pay more with recognition on Attendify. Agreed to not raise fees for exhibitors.

d. Arrangements (Connie McElroy-Bacon)
1. Food and beverage costs update: Wine and coffee costs slightly higher (<2%)
2. Parking/Internet: See CAPCA website for parking rates. Internet will be free in rooms but not in the meeting space.
3. Gifts/Other: Several options were suggested - luggage tags, neck pillows, .......
V. Committee Updates
   a. Governance Committee (Beth Partlow)
      A draft document retention policy was distributed and discussed. Currently CAPCA does not have a document retention policy. Draft policy notes that documents will be transferred and maintained by the Secretary. Will add a historical relevance category. Additional comments due to Beth by the end of January.
   
   b. Finance Committee (Bill Lane)
      Independent audit due this year (every 3 years). Annual review of investment policy is required and due by mid May (will discuss at February board meeting).
   
   c. Membership/Marketing (Connie McElroy-Bacon)
      Discussed themes for upcoming 2017 CAPCA conferences. Recommended The Roaring '20s for spring and The Spies the Limit (Gadget's Galour!) for fall.
   
   d. Young Professionals Committee (Blair Axley for Fern)
      Continue to have success with YP strategies. Will continue with lunch, 3 speakers scattered throughout the program and the corn hole tournament. Two new ideas: 1) YPs requesting a separate/dedicated message board for YPs 2) Golf outing and beginner golf lessons (will seek feedback on interest from YPs)
   
   e. Tentative 2017 Committee Assignments (Dale Overcash)
      Document listing tentative committee assignments presented. Provide any comments back to Ross.

VI. Other Business
   a. Attendify for 2017 (Randy Taylor)
      Noted check payment for Fall conference has yet to be processed and cashed by Attendify - will cancel check and re-issue payment. A motion made by Kevin Nesbitt (2nd/Briggs Hamilton) for Randy to proceed with cancellation of check and re-issuance of payment. All board members voted in favor.
   
   b. Board meeting dates in 2017
      1. February 4, 2017
      2. Spring Conference - April 5 - 7, 2017
      3. June 24, 2017
      4. August 12, 2017
      5. Fall Conference - October 11 - 13, 2017
6. December 9, 2017

VII. Closed Board Meeting

VIII. Future Board Meeting & Schedule
The next Board meeting will be **February 4, 2017** at the Grove Park Inn in Asheville, NC.

IX. Adjourn
Upon a motion by Kevin Nesbitt and a second by Briggs Hamilton, the meeting adjourned at 3:40 p.m.