Washington Activity Coordinators Association Fall Board Meeting September 22-24, 2007 Vancouver, Washington The Heathman Lodge

The Fall Board Meeting was called to order at 3:21 PM.

President Leslie Ivelia welcomed everyone to the meeting. An overview of the schedule was reviewed. Leslie announced that Nienke Crick had resigned her Area 7 Rep position due to a lack of support in her building. Present at the meeting were Leslie Ivelia, Eleanor Schulze, Josh Meek, Darryl Eccleston, Teri Corwin, Tammy Caldwell, Tim Turner, Brent Miller, Dan Hull, Sue Metzler, Britt Harris, Tom Adams, Susan Jernegan, Karin Blomquist, Alyssa St. Hilaire, Caity Karapostoles, and Beth Dolezal.

Standard Operating Procedures

Leslie promised the board that she would lead with integrity, show respect to individuals and their ideas, and support the decisions of the board. She reminded the board of the standard operating procedures and asked them to honor these practices.

Caity Karapostoles was appointed to shadow Darryl Eccleston in the position of Treasurer.

Minutes from the Post Conference and Executive Board Meetings were distributed. The minutes were approved.

Treasurer's Report

Darryl provided the board with the Treasurer's Report. There was discussion over the billing from Awards of Praise. Darryl was able to communicate that there was a late bill from 2005-2006 conference. The board discussed the cost for recognizing various groups and individuals. We agreed that we need to be financially prudent in our recognition tokens. Total Expenses for this report were \$107,034.82, and Income was \$112,421.92. The Treasurer's Report was approved.

Fees for the 2007-2008 conference are as follows: Delegates before February 1 are \$250, and \$295 after; Partners prior to December 1 are \$350, and \$400 after.

The board discussed meeting at a smaller venue for board meetings to reduce expenses. A central location to reduce travel time will also be considered.

Technology Report

Tim informed the board that the webpage has received over 9000 hits in the month of September. The Idea Share page is the link with the most hits. Tim will prepare the online registration form to have a mandatory-secure credit card field. He will also attempt to make the area field mandatory.

The online evaluation provided valuable information. One hundred and sixty-seven delegates completed the survey. Comments will be utilized throughout the meeting in the decision-making process.

Tim will take board photos at the January board meeting.

Sponsorship Coordinator's Report

Dan distributed his annual report. His goal is to have \$19,500 in Sponsorships this conference. He reviewed the goals of the program, with the focus being on relationships. A proposal to change Bronze Level sponsorship to \$1000 was made.

The board discussed the Wine and Cheese reception as well as the Sponsor Recognition plaques. Plaques will be sent to a bid process. A proposal will be made in January after further investigation by Leslie and

Dan. After brainstorming possible options to the Wine and Cheese reception, the decision to discontinue was made.

Conference Sponsors

Name Badge Partner – Lifetouch Picture Partner – Lifetouch Games – Silver Fun Rentals DJ – Rick Hansen

Partner Coordinator's Report

Brent has already collected \$8000 from Partners for the 2008 conference. Brent presented a diagram of the layout at the Hilton. The floor plan will create more of a flow through the room. A 2007 Conference Summary was provided to the board highlighting pre-registration, frequently asked questions, and a call for partners. Brent would like to continue working toward establishing a rotation for DJ's, games, and pictures. The t-shirts have been established. The stamp page will be discontinued, and door prizes at partner times will serve as incentives to attend and meet our partners.

Small Committee Work

Partners

The committee proposed a monetary rewards system to entice delegates to attend conference activities. Alyssa will design a "WACA Buck" to be distributed to delegates in attendance at sessions, keynotes, partner area, and other conference activities. The "bucks" will allow the delegate to bid on door-prizes throughout the conference. Locations of door-prizes will be intentional to draw attendance. The initial "buck" will have the directions for use on the back. The proposal was to have the middle school representative oversee the prize options and set-up.

WACA Website

The committee proposed a session at Meet the Pros to educate delegates on the website. The committee would like to see utilizing the newsletter, area representatives, and the program to promote various resources on the webpage.

Area Representatives

Area Rep Committee Work Session:

1. What is the role of the Area Rep on the board?

No proposed changes/clarification on our role given the comments in the evals, we need to more clearly communicate what the Area Reps do (and what they don't do) to the delegates- be more overt with this info

2. Welcome to WACA document review

This is a needed, FAQ type of document. Susan will re-type the one she has from 2004 update it. Area Reps recommend that a new Area Rep to the board be given the Welcome document, a copy of the Constitution, copy of SOPS, and a timeline of what Area Reps do at the March board meeting (following election).

- 3. How can we increase delegate numbers at the conference?
- -Areas 1, 6, 7 and 9 all compiled lists of every high and middle school in their area with the name of ASB advisers, ACs and ADs. Area 9 had the most success in increasing numbers because of phone calls. Recommend that other area reps, with understanding that we all have time constraints because of our day jobs, try phone calls.
 - ✓ -Recommend that we increase our presence at WASC. Sue and Susan will take ½ sheet handout on the Vancouver conference to the adviser meeting at WASC.
 - ✓ -Ask Joe Fenbert/Susan Fortin for contact list of advisers
 - ✓ Ask local InterHighs for contact lists.
 - ✓ -continue to send emails after each board meeting and before March conference- area reps can use a template. Template for #1 created; will be sent to all Area reps Sept 24- area reps need to send #1 by Oct 10.
 - ✓ -balance sending them stuff to respond to survey comments with not overdoing this (SPAMming them). Recommend that area reps send emails in Nov, Dec and Feb that are "interim emails" with call for presenters, vendor info, a leadership quote and sample idea shares from WACAonline.

4. How can we best utilize the Area meeting time?

Like the 2 meeting format; no recommendations for change.

5. Feedback on area tables at registration

Like meeting delegates from area face-to-face; need to balance individual differences amongst areas with this opportunity.

- 4 tables
- Areas 1/2
- ✓ Areas 3/4
- ✓ Areas 5/6/7
- ✓ Areas 8/9
- ✓ Reps as team; spell each other
- ✓ Area Flags that are nice, generic, uniform and permanent
- ✓ Ability to put on PVC frame✓ At tables; move to meeting rooms; social, etc.
- ✓ Store for use each year
- ✓ Britt will get quotes on vinyl bring to Jan meeting

Increasing Delegate Numbers

The committee recommended our goal be to maintain a delegation of 400. They considered multiple strategies including moving the conference month, start and end days, adding Portland, Oregon, and Southwest Idaho to the mailing list. The committee believes the Area Representatives are critical in increasing numbers by personally contacting area schools.

Theme and Decorations

What does WACA's Memorable Moments look like? What do I want? What do I not want?

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a.	Decoration Budget:	Darryl		
b.	Registration table:	Karin	Red Carpet, Gold Oscars, Film Strip	
c.	Thursday Lunch:	Britt/Beth	Red/Black/White Logos	
d.	Thursday Banquet:	Caity	Formal, Black/Silver/Gold	
e.	Friday Lunch:	Eleanor		
f.	Hotel Lobby (main):	Caity	Red Carpet	
g.	Hotel room doors:	Susan	Stars or Winner's Envelope	
h.	Hotel Lobby (Reg):			
i.	Break out room signs	(TV):Tammy	Template to Hotel Staff	
j.	Backdrop	Allyssa	Hollywood Hills/Welcome to	
			WACA Banner	

k. Other:

Delegate Names Director's Chair

Ballroom Walls Past President's Red Envelopes Britt/Tom

Delegate Communication

Tira sent out the newsletter just prior to the meeting. Teri is finalizing the first mailing, awaiting updates. There will be a confirmation postcard sent to all registrants. A second mailing will go out in late January updating conference details.

Program Schedule

In response to delegate feedback, we have altered the schedule. The changes are as follows:

Wednesday

10:00- 1:00	Pre Conference Session
1:00-2:00	Lunch on Your Own
1:00 - 3:00	Partners
3:00 - 4:00	Keynote
4:10 - 5:00	Session #1
	Dinner Options
5:00 - 6:00	First Timers
5:30	First Timers exclusive Partner Time

6:00 - 8:00	Partner Meet and Greet*
7:00 - 8:00	Giveaways
8:15 - 9:30	Keynote Speaker

*Partner Meet and Greet:

Location – Partner Area

Drawings, Giveaways, Partner contact, Delegate Networking

No Host Bar

Partners encourage to have sweet treats at their booths

Thursday

Keynote Speaker
Partners
Session #2
Area Meeting #1
Lunch
Partners
Session #3
Session #4
Session #5
Relax
Hall of Fame Dinner
Party

Session Brainstorm

Session 1:

Middle School - "Power On"

High School – Mini Meet the Pros or Bledsoe

Bookkeepers/Administrators – Panel (Josh will facilitate)

General: Eye Openers - Marty Fortin

Session 4: Sponsor Spotlight

Session 5: If possible, will be a repeat of favorite sessions of the conference.

Presenters

Everyone on the board is encouraged to find presenters. Please look for presenters in the following categories:

- ASB Advisors
- Leadership Teachers
- Class/Club Advisors
- Bookkeepers/ASB Secretaries
- Administrators in charge of Activities/ASB
- Coaches/Cheer Coaches

The Call for Presenters form will be updated online by Tim.

Board members are asked to present at the conference. Consider a Meet the Pros or a Session.

It was communicated that the title, "Meet the Pros", is intimidating. Tammy will solicit ideas for a new title. Tammy will contact the Fortin's regarding Pre-Conference sessions.

Speakers

The following recommendations were made:

- Mac Bledsoe for the first Keynote, Wednesday afternoon. He would be asked to present at the first session as well.
- The Vancouver Drumline and Joe Vespaziani, Comedian, will be pursued for the Wednesday Evening Entertainment.
- Ric Rigsby was suggested for Thursday morning keynote.

Board members should continue to look for speakers. Please send names and contact information to Leslie.

Golf Tournament

Darryl will contact Chuck Niemi to discuss.

Recognition

The President will present the Hall of Fame awards. Beth and Josh will solicit information on the recipient. Other recognition groups:

Brent – Partners
Dan – Sponsors
Tammy – Presenters
Susan Fortin – Advisors of the Year
Leslie – Outgoing Board Members

Food Services

The Hilton will be asked if they can provide an ala carte breakfast option. Food options will be provided in the in the conference program. Meals included are Thursday Lunch, Thursday Dinner, and Friday Lunch.

Hilton Reservations

We have had some glitches with the online reservation process. Leslie has communicated this concern with Tenly. Please continue to inform Leslie if problems continue.

Resource Table

It was recommended to place the resource table in the room adjacent the front lobby. Hours of operation will be posted and the room secured when unmanned. Any suggestions should be sent to Josh.

Elections

Open positions this year include President Elect, Program Coordinator, Even Areas, Areas 7 & 9 (1 year term), High School, and Middle School Representatives. Josh will coordinate a constitution change to switch the Middle and High School position to elected, as opposed to appointed, positions. Delegates would be communicated with through Area Reps prior to the conference regarding the change, and a vote would occur upon check-in.

The board discussed the language of the constitution in regards to membership. The constitution states membership as "Any individual, dealing with activity programs in the secondary schools, is eligible for membership." Further discussion will take place in January regarding this topic.

Josh will prepare the brochures for open positions and create ballots for the conference election.

Delegate Giveaways

Everyone needs to bring 425 bag stuffers, 1 large and 2 small prizes. Area reps need to provide area giveaways in addition.

Delegates will receive a t-shirt. Brent will investigate cost for a blanket.

Board Clothing

Wednesday Papparazzi, Camera, Jeans, T-shirt (Brent will get)

• Thursday Button Down (Brent will get), Black Pants

Thursday Evening Black and WhiteFriday School Colors

Winter Board Meeting

• January 4-6, 2008 (Friday – Sunday)

• Hilton Hotel, Vancouver, Washington

Meeting Start Time: Saturday, 7:30 AM

Meeting End Time: Sunday, 12:00 Noon

• Please arrive safely when reasonable on Friday. Those who arrive early will convene in committee work.

Conference Arrival

• Executive Board Arrival: Monday, March 17 – when you can.

• Board Arrival: Tuesday, March 18 by 3:00 PM

• Conference: March 19-21, 2008

Things to bring:

- Walkie Talkies
- Blue Painters Tape Teri
- Area Banners ?

2009 WACA Theme Presentation

Eleanor would like board members to send their ideas for conference theme to her prior to the January meeting by email. She will narrow the choices to present to the group for a decision.

The meeting was adjourned at 11:40.