

January 9 2010 Board Minutes

Members Present

Jen Durham: President
Eleanor Ledbetter: Past President
Alyssa St. Hilaire: President Elect
Ryan Akiyama: Secretary
Norm Sanford: Treasurer
Marie Lockwood: Partner Coordinator
Tammy Caldwell: Program Chair
Tim Turner: Technology Coordinator
Jo Peterson: Sponsor Coordinator / Interim Area 4 Rep
Tira Hancock: Communication Coordinator
Kevin Judkins: HS Level Rep
Becky Latham: MS Level Rep
Kerri Dowd: Area 2 Rep
Kari Bradley: Area 3 Rep
Debbie Banda: Area 5 Rep
Sue Fisk: Area 7 Rep
John Bittinger: Area 8 Rep
Marshall (Fosh) Miranda: Area 9 Rep

Members Absent

Kim (Stew) Stewart: Area 1 Rep
Lauri Anderson: Area 6 Rep

SUMMARY OF MAJOR ACTION ITEMS

- * **(KEVIN J)** will create electronic document identifying changes to Constitution for ratification at conference. At work session prior to 2010 Conference, Board will review/approve SOP revisions as presented by Kevin.
- * **(Kerri Dowd)** will create form letter to principals for Area Angels, will create award certificate
- * **(Eleanor)** will create candidate form/application discussion based on clarified/revised Standing Rules.
- * **(Marie)** will work with t-shirt vendor to create delegate t-shirts
- * **(Tammy)** will investigate and select a new printer for programs
- * **(Alyssa)** will work with president trio to prepare "state of the union" session
- * **(Kevin and Norm)** will meet with Hilton to go over contract, discuss 2010 and 2011 contract issues
- * **(Ryan)** will mail delegate post cards immediately upon return from Board meeting
- * **(Alyssa, Tim, John)** will mail additional registration reminder post cards based on AWSP mailing list
- * **(Tira and Becky)** will create board t-shirts
- * **(Tim)** will send WACA Registration form PDF to all Area Reps
- * **(Each Area Rep)** will send WACA Registration form as email attachment to all ms/hs advisors in their respective areas
- * **(Jen and Kari)** will select and order delegate gifts

OLD BUSINESS

1. Committee follow-ups

a. SOP (Kevin/Tira)

* Handed out packet with all questions/suggestions/suggested revisions included (see packet notes: packet was handed out at meeting... available electronically from Kevin Judkins)

* Constitution Amendments:

Motion to approve: Ryan A

Second: Jennifer D

Vote: Unanimous

Action: Kevin will create electronic document identifying changes to Constitution for ratification at conference. At work session prior to 2010 Conference, Board will review/approve SOP revisions as presented by Kevin.

b. Area Angels: Kerri Dowd will create form letter to principals for Area Angels, will create award certificate

c. Elections

Eleanor suggests increasing how we promote the opportunity to run for offices: to create a more inclusive “vibe” inviting all delegates to consider running for office.

Tammy C. recommendation to add to Standing Rules that Past President is responsible for promoting elections.

* candidate form/application discussion: will be clarified in Standing Rules and application will be created by Past President based on those rules.

d. Conference Location

Later Today

NEW BUSINESS

1. Treasurer's Report (Norm)

a. Registration Update

* we are about 50% less than this point last year, which matches national trends for conferences

b. Bank of America has been dropped as our bank and we've moved to another one that provides more services for less cost to us.

2. Communication Report (Tira)

a. It's gone out - we should have received it. Some members have not received it. Discussion about the need to have our District IT unblock the domain of the bulk emailer that is used to sent out the newsletter. wacaonline.org is the domain we should free up. Subject line = WACA newsletter. Specific email is

communications@wacaonline.org

b. Post Cards: these have not gone out and are the responsibility of the Secretary. Discussion about teaming up to get these made and sent out this weekend.

3. Technology (Tim)

- a. Website Update: Tim shared web traffic history:
 - * 139,680 total worldwide visits 2009
 - * 122,055 US visits: majority from CA
- b. Website Glitches:
 - * Problems with registration buttons not loading (potential problems with district filtering/firewalls -- need to put directions for troubleshooting, trying from home computer)
 - * Old, out-dated information on the website
 - * WACA email: contact Tim with any problems with email
- c. Online Registrations
 - * 23 PO so far
 - * 11 CC so far
- d. 2010 Online Conference Evaluation will become the responsibility of Communications Coordinator
- e. Tim has created a private WACA Board section to the website. linked as "WACA Board Download Page" at bottom of index (home) page. access information:
Username: waca
Password: board

4. Hilton Reps

- a. what is our estimated attendance for this conference with regard to effect on room bookings?
- b. based on room use, does this have a change on our meeting room space?
 - * at this point in 2009, we had about 300-350 total room nights picked up
 - * as of today (2010), we have about 200 total room nights picked up (about 30-40% down)

Q: how many rooms are we supposed to fill over three days? This year's contract is 450 nights total. We are responsible for 80% of that (360 nights).

Q: regarding parking and internet access. Hilton says parking is an expense/space issue for them, Internet access is more flexible.

- * Food and Beverage minimum is \$36,000

Sales Manager brain storms:

- * x number of rooms booked by a deadline, comped internet
- * booking = comped dinner/room drawing

onsite garage is about 40 spaces shy of 1 spot per room in hotel

Max number in auxiliary parking = 60 spaces
Any complimentary parking maxes out at 40 spaces total

Hilton Sales Rep came back and informed us:

1. Cutoff date is March 1, 2010 for conference rate
2. all bookings prior to March 1, 2010 = free internet
3. gift cert. available to us for 1 night, breakfast for 2
4. dinner for 2 in the restaurant.
5. If we are going to reduce rooms, they need to know by Mon/Tues of next week

5. Partner/Sponsorship Coordinator Report (Marie)

a. Update: all previous vendors got letter invites in the fall. 47 vendors participated last year. We currently have 10.

b. Lifetouch is next on our rotation after "current" and "next" photography companies on the rotation list opted out.

c. discussion of identifying and recruiting additional vendors

d. discussion of reducing price (retroactive to already booked vendors)

Motion: Reduce 2010 vendor fee to \$375 single \$700 double and vendors that have already paid be contacted and offered this reduced rate (refund difference) and give them the option to donate the difference to the organization.

Second: Fosh

Discussion: issue of a greater discount for double space and economic impact vs. motivation for vendors to opt for double space. Also, pointed out that this motion does not address late registration fees.

Vote: passed unanimously.

(OFF AGENDA).

Issue/concern of Lauri Anderson (Area 6 Rep) absenteeism, lack of communication and Stew out of compliance for having missed two board meetings.

* discussion of how to apply current SOP with regard to missed meetings and board position and past practice with the removal of Sue Fisk.

*discussion on extenuating circumstances for the two area reps (if they are doing their assigned duties, concerns about being subjective and not objective in the removing of board members, some raised concerns/objections to situational ethics)

Kevin J motion: suspend SOP requiring removal of board member for failure to attend.

Fosh second

Discussion: Kevin: this will enable us to move forward with regard to SOP revisions but could still allow us to remove the board member that has not been fulfilling responsibilities.

*much discussion off-topic on areas related to SOP, but not on motion. Reminders to stay on point.

Vote: 9 AFF
2 NEG
5 Abstentions

Result: Failed

Discussion about meaning/effect of Abstention vote for votes requiring 2/3. Clarification of Robert's Rules of Order. Clarification of Constitutional requirement of 2/3 of Board vs. 2/3 of votes.

Ryan A motion: with full knowledge of the effect of an Abstention vote on the outcome of the vote, clarify meaning of Affirmative, Negative, and Abstention on the outcome of the resolution.

2nd: John B.

Jennifer: without objection, we will revote on Kevin J's motion to " suspend SOP requiring removal of board member for failure to attend."

**AFFIRMATIVE: 10
NEGATIVE 4**

result: original motion calling for suspension of SOP requiring removal for missed meetings passes by 2/3 majority of board

5. Back to Partner/Sponsorship (Marie)

e. request for clarification regarding t-shirts and bronze level sponsorship.

History: Jennifer -- initially the organization did not pay for the t-shirt, they were provided in exchange for bronze sponsorship level.

Tammi - no, they've never given the shirts to us. Even when TC Span was on the shirts as "sponsored by" we even paid a bill for those shirts. We agreed to EITHER select a reasonably priced vendor for delegate t-shirts OR grant a sponsorship for free delegate shirts. We will order 250 delegate t-shirts.

6. Program Coordinator Report (Tammy)

a. Program vendor we had in mind no longer providing that service. We need to find a new vendor. Tammy shared some options she can pursue in the Marysville area. Sue suggested utilizing AWSP in-house printing services.

Alyssa: moves that Tammy has autonomy up to \$700

Second: Jennifer

Passed unanimously

b. we currently have 4 presenters total: Marty Fortin, Susan Fortin, Scott Roseburg, Heath Booth. Need to solicit presenters.

c. Alyssa suggested a bit of a “State of the Union” session led by president trio. Discussion ensued. Kevin suggested running it concurrently with first-timers session. We will do this.

d. we may/might add “heavy h’orderves” / “meet the board” to the day 1 “dinner on your own” time.

7. Resource Table (Eleanor)

a. questions regarding disparity between last year’s expenditures for resource table stock (high) and income (low)... it seems there may be missing money/receipts

8. Speakers (Jen)

a. Stu Gabe and Geoff McLachian from Ovation: they are willing to help us out: package price for travel/etc will include booth etc. Discussion surrounding taking advantage of their offer to also do a breakout session.

*****OFF AGENDA*****

Kevin J raised concerns regarding what appears to be an overcharge/accounting difficulty from 2009. After careful reading of past expense reports/ledger information and board recollections from last year’s interactions with Hilton rep, it remains unclear why we appear to have either been overcharged by \$10,000 or paid a “hidden” \$10,000 performance penalty we were not aware of.

(16) Future of WACA

discussion/analysis of 2011 contract with Hilton Vancouver.

Alyssa moves to have WACA pay sub costs for Kevin Judkins and Norm Sanford to come down and meet with Norm and Hilton reps regarding 2010 and 2011 contract issues also, mileage for Kevin.

John seconds.

Approved unanimously.

9. Decorations

a. Budget: discussion about the need to spend no money on decorations. Emphasize “this is how we did it, this is how you can do it” for each item

b. Board Dress: (Tira) color/theme idea (Becky) two different suggestions: 1. simple tiedye shirt with logo. 2. charcoal shirt with tie-dye lettering. We’re going to let Tira/Becky put it together.

*banquet attire: just dress colorfully

c. Centerpieces (Kerri) - tin cans/paint/etc.

d. Lobby (Kari B) -- that was going to be in coordination with Photographer... as photographer is in flux, this is still in process.

e. Hallways/Stairs (Eleanor/Fosh) Eleanor: oversized props like a huge palette, huge box of crayons, huge colored lifesavers, huge paint cans pouring out and blending (Fosh) - huge rainbow, mozaic

adjourned for dinner/evening

Sunday AM agenda

Entertainment
Decorations
Crab Shack Social
Meals at Hilton
Giveaways
Conference Arrivals
Future Site/Dates

2011 WACA Dates

Currently: March 16,17,18 2011. March 16 and 17 2011 are HSPE dates.

In a straw poll, the board indicated interest in pursuing the option of moving 2011 WACA to Friday-Saturday-Sunday in order to reduce sub costs. When Kevin and Norm meet with Hilton, they will find out about availability to move to Fri-Sat-Sun March 18-20 2011.

Kevin asked for our priorities in their meeting with Hilton

1. Reduce food/beverage minimums for 2010 conference and rooms/nights minimums
2. What is priority for our 2011 contract? To move the dates to the Fri-Sat-Sun
 1. March 18-20 2011(first choice)
 2. Monday-Wed 21-23 2011(second choice)

Kevin and Norm will report back with any date options.

Tammy contacted Sinea with Suncadia --- Sinea characterized Suncadia as a downsize for us in terms of conference space. She recommended Skamania as an option that would be a better fit for us. "We would really have to be scaled back in order for Suncadia to work." Discussion of layout of Skamania ensued... question about seasonal accessibility/useability of the roads into/out of the Gorge in March.

MOTION: John B moved to provide sub and travel costs as needed for up to two board members to visit/tour/meet with alternative conference facilities.

Kevin seconds the motion

Passed unanimously

2010 WACA Registration Post Cards

Discussion about mailing: who to mail to, how to post them

Action; Ryan will mail the post cards that Jo and John had printed at Kinkos last night.

Action: Norm will send AWSP label list to Alyssa. The Tri Cities group will print/mail additional post cards

Decorations

Banquet Hall/Backdrop (Alyssa): vinyl printouts, discussion of balloon arch. Marie will supply helium tank, Jennifer will provide balloon materials.

Hallway Names: Jo has painter palette name tags.

Bathrooms (John): replace colored kleenex, dollar store sand art/vases, food coloring in the toilet bowls!, flowers, mirror clings, Kari will bring heart puzzle piece die cuts,

Area Tables / Registration location: discussion of reasoning for changing registration location/layout. Marie: 'ditto for vendors' Discussion about interest in having Area Reps central, rather than in isolated rooms/areas. All agreed that it makes sense to put everything together. SEE ATTACHED DIAGRAM OF LAYOUT/TABLES/ETC

Board Photos: Tim will either take our photo today or we need to send him a photo within the week: ideally send a decently high resolution photograph: about 300dpi resolution. Kevin: let's also post a "this is how you can do this at your school" sheet next to the photos. Tira: maybe we make a specific page for delegates to write "WACA Ideas" in the program.

2010 WACA Board arrivals/travel/lodging

* if we need the rooms/nights to fulfill our contract obligations, the board will arrive/stay Saturday Night prior to the conference. We will know this March 1 and will make our travel plans accordingly. If regular delegation meets our rooms obligation, arrivals will be as per usual according to tradition/need. Regardless of the outcome/plan, the board will receive an email after March 1 indicating when we are to arrive/check in.

*Tammy: we need to be sure to eat at the Hilton in order to charge towards our food/beverage minimums.

*Kevin: we need to communicate to the delegation the late cancellation penalty for rooms.

Recognition

*Area Angels Lunchtime Recognition? We will keep it to Area Meetings.

* Plaques for Area Rep Recognition -- Board Members will present these plaques in Area meetings. John B: discussion about doing this recognition at the banquet for matrix simplicity/greater recognition. Action: at the banquet, they will just be named/listed/stand up/etc.

Hall of Fame

Nominations

- * Bruce Clute (retired high school advisor/teacher)
- * Joe Fenbert (SLP)
- * Ruth Anderson (ms)
- * Lana Yenne (ms)

discussion of information/recommendations/knowledge of accomplishments/contributions. Discussion of whether or not to limit/reduce the number that get inducted each year/this year.

voting: each board member can vote for one or two names. Each nominee to receive 2/3 of the votes will get in. Result of vote: Joe Fenbert was the only nominee to receive 2/3 of the votes.

Additional Election discussion

* regarding middle level/upper level reps: how to stagger the terms/effect for this year's vacancies/end of terms. We flipped a coin to determine which would be a 1 year term and which would be a 2 year term this time. So: middle level rep elected at 2010 conference will be 1 year (be subsequently changed to a 2 year term the next time around) and the high school rep elected at 2010 conference will be a 2 year term (to remain as such). This will have alternating years of election for middle school / high school reps.

* all three of the appointed positions are in the first year of their three-year terms --- this item will be an agenda item for the Exec. Board retreat.

Giveaways

*what amount of giveaways do we want to bring? 250. Keep a generic WACA logo (if used) to keep it reusable in future years.

* WACA Registration

*Hilton comps

* Each Board Member brings 1-2 "large" items for giveaways (the idea here is soliciting for donations - there is not the expectation that we spend our own money on this). We are all free to bring more donated items if we are able to collect them.

* Each Area Rep will also bring 9 items to share amongst one another in addition to any trinkets they bring.

* Norm will assist Becky with generating random drawings.

* Delegate gifts/bags (Kari) 2.99 each for reusable grocery bags. 1.34 each for a smaller one than typical grocery size. Many other items/prices identified for giveaway options. Discussion of book "Every Monday Matters" we had in September. Discussion about purpose of the giveaway, success of last year's bag and flashdrive.

MOTION

Kari moves to enable Jen/Kari to spend up to \$20/delegate for delegate giveaways (as 250 delegates)

John seconded the motion

Discussion: discussion about whether or not to stipulate inclusion of a book.

Vote passed unanimously.

Board Clothing

Becky: will either get blue/white tie dye shirts with WACA Board logo or tie-dye logo on solid color shirt. Discussion about investigating getting Joe's Crab Shack shirts to add our logo to.

Banquet Attire: dress colorfully!

Jennifer is working on getting more carnival-themed activities (Fun Rent). Clarification that Marie is not working with Fun Rent about this, Jen is for the banquet.

We need to communicate to our delegates to wear tie-dye/with lots of color/colorful (this needs to be included in our confirmation postcards)

Communication

Tim will send the registration form as a PDF to Area Reps. Area Reps will email this attachment to their areas for those that wish to mail in a registration form rather than going to the wacaonline.org website.

2010 Conference Budget Analysis

Food & Beverage: \$46,750

Hotel Misc Fees: \$6,000

Guest/Board Rooms: \$13,300

T-Shirts: \$1500

Decorations: \$800

Printing/Mailing: \$500

Speakers: \$3,000

Board Travel: \$3,000

Giveaways: \$5,000

Board Attire: \$500

Total: \$80,350

Projected shortfall with 230 paid registrations: about \$7,000 shortfall

End of year would be \$7,000 plus board meetings

Current reserve of approximately \$90,000

Discussion about need for budget-driven decision-making, how best to be good stewards

Looking ahead to 2011

(Alyssa)

Specific members will investigate date/location options

Theme: Brewing with Creativity (coffeehouse theme)

Decorations being taken care of by leadership students/starbucks donations

Theme Unveil will feature Jo/John singing it in

Alyssa has been working on a couple of published speakers.

Wants to develop a Budget with Exec. Board and have that budget drive our decisions.