

WACA 2011 Brewing with Creativity

Washington Activity Coordinator's Association

Fall Board Meeting

September 24 -26, 2010

Sheraton in Bellevue, Washington

Saturday, Sept 26th

8:00-8:30am Full Breakfast at hotel

8:30-12:00pm Begin introductions, norms and agenda work.

Introductions / Members Present

Alyssa St. Hilaire (President)

Kevin Judkins (President-Elect)

Eleanor Ledbetter (High School Rep)

Tim Turner (Technology Coordinator)

Kim Stewart (Area 1 Rep)

John Bittinger (Area 8 Rep)

Marie Lockwood (Partner Coordinator)

Jennifer Durham (Past-President)

Tammy Caldwell (Program Chair)

Tira Hancock (Communication Coordinator)

Marshall (Fosh) Miranda (Area 9 Rep)

Sue Fisk (Area 7 Rep)

Emily Seaman (Area 2 Rep)

Debbie Banda (Area 5 Rep)

Ryan Akiyama (Secretary)

Kari Bradley (Area 3 Rep)

Becky Latham (Middle School Rep)

Norm Sanford (Treasurer)

I. GENERAL BUSINESS

A. Call to Order/Group Norms

Alyssa St. Hilaire

Group Norms

One conversation

Positive intentions

Debate the issue not the person

Be present

Be intentional

Respectful

Complete task/goal

Service before self

Good stewards

It's about the organization

Leaving a legacy (and \$!)

Be realistic

Have a sense of humor

Step outside our cliques

Lead by example

WACA 2011 Brewing with Creativity

Unplug

Email communication (frequency of checking and responding – coming back to this)

Confidentiality

B. March & April Board Minutes

MOTION: John Bittinger moved to approve both sets of minutes

SECOND: Kim Stewart seconded

(no discussion)

Vote: Unanimous in favor of approving March 2010 and April 2010 minutes

C. Treasurer Items

1. turn in reimbursement form to Norm at end of weekend.

2. budget report (handout)

a. we lost \$19,701.40 last year

b. goal to break even this year rather than continuing to spend our reserve by running in the red

c. budget codes/line items: Norm handed out a newly expanded set of budget codes in the hopes of improving accounting transparency and future planning

D. Secretary Items

1. all will check in today to verify correct contact information

2. hard copies of March/April minutes handed out

E. Partner Coordinator

1. Marie needs the board to set costs/prices so that she can provide that information to potential vendors.

2. price per booth inclusive of everything with opt out prices rather than base price with add-on costs for cords, etc.

3. we will refer to “partners” as vendors for simplicity’s sake

4. Marie will be asking vendors to also provide something to giveaway/raffle

F. Hall of Fame (Kevin)

1. protocols don’t really exist – this will happen with SOP being completed

2. still have forms from last year – we will vote at the Winter meeting.

G. Constitution/SOP (Kevin)

1. Constitution was approved at WACA 2010

2. SOP (handout) – work will continue on revisions/additions: submissions via email to Kevin – Winter Board meeting for final review/decision

H. Technology Update (Tim)

1. webhosting services renewed

I. Communication Update (Tira)

1. Requesting board input on content of next newsletter

2. Question: why did the newsletter begin? Tammy answered: to build connection with WACA throughout the year for delegates so WACA isn’t just a 1 shot thing. Also (originally) to provide additional advertising for sponsors.

3. 2010 Survey Discussion

* Question/Discussion about the issue of going to an all inclusive registration/hotel cost and process. (item 11 on the survey)... what would be the organization’s liability/responsibility for cancellations/no shows if we went this way? **Kevin: if we’re not going to do this, we need to take it off the survey**

WACA 2011 Brewing with Creativity

J. Program Update (Tammy)

1. discussion of ideas to incentivize additional presenters

K. WACA Mailing:

1. Mailed out October 29 to every MS and HS (get the mailing list from AWSF Student Leadership).
ALSO to each person on the former delegate list.

* Include direction to share with club/class advisors.

2. Clock Hour option/information
3. Pre Conference information
4. Who should go
5. Why you should send/bring people
6. How to send people (finances)
7. Direct people to the website

((copy and bullet version of newsletter))

This information will be finalized this weekend: the information will be consistent between Newsletter and Mailer. Kari Bradley will assist Ryan with layout/design. It looks like the 2011 logo font is ITC Kabel Demi.

L. Area Rep PR Tips

1. Kari Bradley:
 - a. contact office managers at each school for contact information (ASB Secretary, Activities Advisor, etc)
 - b. sends out monthly emails to all in area
 - c. include timely resources/tips based on when the

M. Break Out (Exec / Areas)

1. Area Report out
 - a. Discussed ideas for improving area communication.
 - * Agreed each area rep will email their area at least 3 times a year.
 - * actively solicit for presenters
 - * disseminate conference information
 - b. Discussed area meeting agendas
 - c. Are information sheets
 - * used in all areas
 - * help to generate email lists
 - * help to start list of presenters and session topics
 - d. Area giveaway change.
 - * eliminate area giveaways
 - * instead, offer activities like wine exchange, chocolate basket, charity basket, etc... something that has a "local" (area) flavor – at Rep's discretion
 - e. discussed need to be proactive and to communicate/plan so that first night social is inclusive.

2. Conference Schedule Discussion/Draft

FRIDAY

10a-1p: Pre Conference

- * ASB Law
- * Jon Norlin?
- * Susan

1p-2p: Lunch

WACA 2011 Brewing with Creativity

2:15-3:55: Speaker Showcase
4:05 – 5:05: Session 1 Welcome / Meet the Pros
5:10 – 5:40: Area Meeting
5:50 – 6:50: General Session (icebreakers/mixers)
6:50 – 8:00: Networking and Food

SATURDAY

7:15-8:15: Breakfast
8:30 – 9:30: Keynote
10:45 – 11:15: Area Meeting
11:20 – 11:50: Session 2 30 minutes
11:55 – 12:45: Session 3 50 minutes
12:45 – 1:45: Lunch with Partners
2:00 – 2:30: Session 4 30 minutes
2:45 – 3:35: Session 5 50 minutes
3:50 – 4:50: Session 6 Book the Pros
5:30 – 6:30: no host social
6:30 – 8:00: Banquet
Social

SUNDAY

7:15 – 8:15: Breakfast
8:30 – 9:30: Session 7 “Meet the Pros”
9:35 – 10:05: Area Meeting
10:15 – 11:15: Keynote - Closing Speaker
11:30 – 12:30: Closing Lunch
3. Break Out THEME group (ideas)
a. barista apron for board wear
b. biscotti
c. buzz words
d. scavenger hunt
e. Dutch Brothers resources

III. Looking to the future of WACA

- A. 2012-Locations, dates, budget
- B. Board Positions
- C. Winter Board Meeting
Location: TBA
Date: January 8-9 2010

Kevin Judkins
Alyssa St. Hilair

IV. Parking Lot Items

A. WASC: Kim Stewart will take charge of communicating with Susan Fortin, planning, handing out information at WASC. Tira will bring copies of the newsletter. Tim will bring registration forms.

WACA 2011 Brewing with Creativity

B. BUDGET: Norm passed out a revised 2011 Budget form. 2011 Expected Incomes = \$96,650. 2011 Expected Expenses = \$105,497. This budget proposal will result in using \$8,847 from the reserve if we have 250 delegates attend the 2011 conference. Fewer attendees will result in greater losses from reserve.

MOTION: Kevin Judkins moved to approve the budget

SECOND: Sue Fisk seconded the motion

Discussion: Eleanor wanted to go on the record that she believes \$12,000 is too much to spend on board expenses (Fall/Winter/Spring board meeting expenses)

VOTE: budget passed unanimously

C. Posting our Standard Operating Procedures and Budget online: are we ready?

- * Tira: we should be posting our minutes on the site

- * Concerns were expressed about our current budget document being easily misunderstood.

Discussion about transparency.

- * Kevin will include what gets posted online and how in the SOP to be approved at the Winter Board meeting.

D. Email Norms:

- * expectation to check/respond to email every 24 hours

- * if sending an email that needs a response, indicate in the subject line/first line

- * no response = agree to support any decision reached without your input

E. Book / Resource Table discussion

- * Jen is working on having Borders handle it for us.

- * Based on feedback during the discussion, Jen will work with Borders to work out shop hours for Friday, Saturday, and Sunday.

- * Jen will also find out the deadline for requesting titles that will be included in the shop.

F. Elections

- * Jen will have flyers and applications

- * Emily suggested an informational meeting for candidates

- * John/Marie will work up a "So You Wanna Be on the Board" type of session

G. CADA

- * Kevin will attend, wants to bring 1 additional board member with him.

H. WACA Community Service

- * Discussion about keeping it local to benefit community where the conference happens

- * general consensus was to keep it a canned food drive

- * Fosh suggested a ribbon or sticker or some kind of flair to put on delegate nametags if they bring donations

- * President will coordinate (this year that's Alyssa).

I. Speakers

- * Alyssa has good hand out/literature from the Starbucks thing, but their speaker is dry, so we won't be going with them for speaker

- * Alyssa/Kevin like Every Monday Matters and are pursuing that as an option

- * Character Counts is an option as a vendor and/or speaker

- * Keith Hawkins has been at WASC before and might be a good Sat. morning kickoff speaker

- * Boom Boom card lady as potential keynote

WACA 2011 Brewing with Creativity

- * contact Alyssa with any speaker ideas
- * Brad Henning suggested
- * Erin Jones (OSPI)?
- * Barry Long motorcycle wreck victim – talks about choices “talk and roll” website

J. Session Ideas

- * Ropes in a Bucket (maybe board giveaways would be a lesson and a class set of tools (straws, pipe cleaners, etc)
- * Process: how to begin/conduct the budgeting process with your officers
- * Class Advisors: how to run things, how to do meetings, etc. (minutes templates, etc)
- * doesn't have to be 1 person presenting, can be a combination of people
- * leadership lessons/activities that we have done “forever” that somebody can steal or take a piece of.
- * need sessions for the ASB/Bookkeeper
- * fundraisers
- * how to run/grade a leadership class

K. Board Structure and Stewardship

- * Alyssa facilitated a discussion about how to cut board expenses without causing the quality of our product to suffer. We will continue this at the Winter Board meeting.

L. 2012 – Kevin

- * no location set/contract signed yet for 2012.
- * asking for a list of the non-negotiables with regard to location (e.g. meeting rooms and hotel rooms adjoined?)
 - * accessible, appropriate vendor space
 - * the concept that we can “take over” the facility
 - * being able to build a working relationship with facility staff
 - * minimum of 10 breakout rooms with vendor space and banquet space separate.
 - * travel considerations
- * Kevin will examine (and report back at the Winter Board Meeting):
 - *Semi-Ah-Moo (many delegates still ask about this)
 - *Spokane
 - *others
- * 2012 Dates – Kevin will work on date options. Wednesday – Friday is our first preference.

M. Saturday Social

- Becky and John will take the lead on planning this year's social.
 - * we asked about eliminating vendor rotation for DJ, games, etc. We have made commitments through 2012. We want to revisit this issue to decide for the future (going with best bid vs. rotation)

Schedule (Final)

Day 1 Friday

- 10 – 1 Pre Con
- 1-2 Lunch on your own
- 2:15 – 3:50 Session 1 A,B,C Showcase
- 4:05 – 5:05 Session 2 Welcome , 3 rotations, met the pros

WACA 2011 Brewing with Creativity

5:15 – 5:45 Session 3 Area Meeting

5:55 – 6:25 Session 4 (3 minutes)

6:25 – 7:25 Appetizers / Networking

7:30 – 8:30 Session 5 (General)

Day 2 Saturday

7:30 – 9:00 Breakfast

8:30 – 10:00 Partners

10:00 – 10:30 Session 6: Area Meeting

10:40 – 11:40 Session 7 Keynote

11:50 – 12:40 Session 8 (50 minutes)

12:40 – 1:30 Lunch

12:40 – 2:45 Partners

2:30 – 3:00 Session 9 (30 minutes)

3:10 – 4:00 Session 10 (50 minutes)

4:10 – 5:10 Session 11 (Book the Pros)

5:30 – 6:30 no Host Social

6:30 – 8:00 Banquet

8:30 Entertainment / Social

Day 3 Sunday

7:15 – 8:15 Breakfast

8:30 – 9:30 Session 12 Meet the Pros

9:35 – 10:05 Session 13 Area Meeting

10:15 – 11:15 Session 14 Keynote Closing Speaker

11:30 – 12:30 Closing Lunch