

EXECUTIVE BOARD MINUTES – June 4-5, 2011
WACA 2012 – Building Tomorrow's Leaders through Student Activities
Red Lion, Yakima, WA

<p>CALL TO ORDER</p> <p>Present</p>	<p>President Kevin Judkins called the meeting to order at 1:03 pm.</p> <p>Kevin Judkins, Alyssa StHillaire, Kari Bradley, Norm Sanford, Tami Caldwell, Tira Hancock, Tim Turner, John Bittinger (guest)</p> <p>Total voting members present: 7</p>
<p>Approve Agenda</p> <p>MOTION</p> <p>Review Minutes</p>	<p>.</p> <p>Motion and second to approve the agenda for the June 4-5, 2011 executive board meeting. Motion carried 7:0</p> <p>Review of 2011 pre-con and 2011 post-con meetings. No action taken.</p>
<p>Treasurer's Report</p>	<p>2011 Budget vs. Actual presented and explained. Discussion followed. No action taken.</p>
<p>OLD BUSINESS</p> <p>2011 Conference</p> <p>Hilton Update</p> <p>Delegate Survey Results</p> <p>Hits & Misses (keep & toss) 2011 Conference</p>	<p>Letter from Hilton shared. Alyssa and Kevin met with Hilton management to discuss issues from 2011 conference. WACA was credited \$3,000.00 for room rentals due to encountered problems. Detailed bill available. Kevin and Alyssa double-checked invoice and found errors, which were corrected. Final invoiced amount was \$54,552.08.</p> <p>Discussion about pre-con options (good with 3, make sure have clock hours available for all 3), speaker showcase (Stu Cabe wants to do next year).</p> <ul style="list-style-type: none"> • Funding – primarily ASB • Month/Days – March, Wed - Fri <p>Review of remaining items and look/discussion regarding high/low categories.</p> <ul style="list-style-type: none"> • Longer discussion on meeting secretary/bookkeeper needs – suggestion to create a specific track for secretaries/bookkeepers. Perhaps offer a 1-day secretary/bookkeeper specific track. Pre-con only option. • Speaker showcase offerings • Meet the Pros (time) • Vendors/partners – vendors liked one day and liked the area/setup • Social – improved from previous years • Feedback on what delegates have tried since conference was useful • Q21 will help guide a framework for the program • Q27 ideas – Areas do 1-day (Norm did when on CADA board). John suggested regional 1-day options (don't have to be from area to attend, but sponsored by an area) • Kevin will look into WACA self-issuing clock hours • Suggestion to have an advisory PD session at WASC (earn some income) • Area meetings need clear purpose <p><u>Suggested Keep</u> 1-day vendors Social vendors Resource table and toys (trainer's warehouse, toymsmith) Vendor setup (perimeter)</p>

	<p> Speaker Showcase 3 pre-cons All meals (including breakfast) Group discount Book the Pros Shorter and earlier day 2 social Speaker prior to social 50-min breakouts Partners w/viable education as presenters Grow the organization mission To Go box lunch last day Board home-base/work area Keep the group-giving area baskets/group gift Area check-in in an open area Quality giveaways/scaling down Simplified decorations Simplified board dress Giving handouts to presenters Meet the Pros the first day Board meals during setup 2nd day start time (food, vendor, session) Presenter & vendor certificates Partner one price covers all Registration process (Norm) Hall of Fame family notification Beginning & ending day as a board Eval the conference as go posters (+/-, red/green, needs, etc) Table tops for vendors (no pipe and drape walls) </p> <p> <u>Suggested Toss</u> We're the Pros Long registration 30-min breakouts Sales pitch feeling Out of pocket expenses </p> <p> <u>Question</u> 30-minute sessions Service project </p> <p> <u>Suggested Add</u> Opening session/intro to board & purpose of conference, opening remarks Definable board members (attire) Meet the Pro increase Plaque for outgoing board members Session evaluations Pre-con matrix completion Decoration details at resource table (How To) </p>
<p>NEW BUSINESS</p> <p>2012 WACA Board Goals</p>	<p>Create concrete goals in writing to reflect upon at end of year (way to measure if we were successful). Framework for final goals:</p> <ul style="list-style-type: none"> • Increase delegates (Is there a max? Target groups) • Adhere to budget (fiscal management) • Increase offerings outside conference • Ensure continuation of student leadership in schools – leadership audit • Develop purpose of Association activities • Complete operation standards <p>Alyssa will wordsmith the above into measureable goals and bring to Fall meeting for Board modifications and approval.</p>

<p>2012 Conference</p>	
<p>Semiahmoo Update</p>	<p>Rooms booked - 134 Wed, 135 Thurs Discussion about connecting room cancelation to registration receipt – if not registered by X date then room reservation will be canceled.</p>
	<p>Discussion about board arrival time – coming in at noon day “0” (Tuesday) and need for some to arrive Monday.</p>
	<p>Conference contract provided to board and reviewed</p>
<p>Speaker/General session brainstorm</p>	<p>Jen Mueller, Alvin Law suggested. What is the purpose of the first night general session? Do we want a motivational speaker for advisors or a speaker advisors could hire for an assembly or simply entertainment?</p>
	<p>Kevin will do some research and bring back speaker information to the board at the September meeting.</p>
<p>Preliminary Framework for Program</p>	<p>Work began on the schedule. Tammy will bring a preliminary framework to September meeting; finalize in committee work</p>
<p>Breakout sessions</p>	
<p>a. Brainstorm topics</p>	<p><u>Breakout session topics needed (brainstorm of ideas):</u> Bookkeeper Incorporating media into leadership classroom How to grade leadership CTE credit Icebreakers/energizers Leadership in the movies How to use WACA website Websites Social media Follow-up with Every Monday Matters Rachel's Challenge Observance assemblies Class advisors Using leadership camp Lock-ins Leadership lessons Student/staff recognition ideas Running things on small budgets Creating teacher buy-in Club advisors Club/class advisors handbook Checklists for advisors/bookkeepers Legal issues (transpo, fundraising, liabilities) “Stealing” ideas</p>
<p>b. Recruit presenters</p>	<p>Challenge to all to bring names and contact information of two people who can present at the 2012 conference.</p>
<p>Giveaways</p>	
<p>a. Conference bag</p>	<p>Marco promotional products – urban tote bag sample shown. Kevin will get samples of products/potential giveaways to show board at September meeting.</p>
	<p>4imprint.com will send samples</p>
	<p>Use as much general branding as possible on products (not theme connected)</p>
<p>b. T-shirts</p>	<p>Suggested that we will include a guarantee shirt size if register by Feb 1. Finalize at Fall meeting.</p>
<p>c. Other</p>	<p>Want to give people stuff they will use</p>

Conference Resource Table	
a. Purpose	Purpose discussed briefly – provide a solid foundation of ideas and variety of sources for delegates; not for making a big profit (but don't want a loss).
b. Facilitation	Alyssa will talk to a book vendor from AWSP to solicit interest for vending at WACA (Hidden Springs book company)
Committees	
a. Decorations	Fall meeting topics. Will work by committees at the fall meeting.
b. Social	
c. Program	
d. Other(s)	
Partner Recruitment	Challenge to all to generate new partners and re-confirm past partners
Delegate Recruitment	Discussion about area attendance (number & percentage) trend from 2007-2011. Topics included blending area rep communication to delegates to recruit delegates, offering a college student price, targeting SCs & JCs
	John and Kari will work on getting templates and other information together for Area reps to improve consistency and frequency of communication to delegates and will bring to Fall meeting
Goal for 2012 (275+ delegates)	Suggested Goals for each area (final goals set at Fall Meeting):
	<u>Area # of delegates attending 2012 conference</u>
	1 45
	2 57
	3 60
	4 14
	5 28
	6 11
	7 5
	8 21
	9 35
	276
Advertisement/Mailings	Kevin, Norm, & Tira will come to September meeting with postcard ready to be sent to Kinkos for addressing and mailing. Registration forms sent later after program finalized.
Other	Attach an incentive such as first 10 new delegates from area get X
2013 & Beyond Conferences	
Dates & Locations	
	Discussion: Commit to Semiahmoo for 2 years, then Yakima in 2014. Need to consider a maximum delegate number for Semiahmoo. 198 rooms, with 50% double occupancy. Considerations: number of delegates, growth pattern at Semiahmoo, cost to organization & delegates. Suggestion to stay with a location for 2 years at a time, rotate two years East/2 years West.
	Dates: 2013 – asking for proposals for Wed-Fri (20-22) and Thurs-Sat (21-23)
	2014 – testing is 18-20 (If go to a Thur-Sat Semiahmoo will honor our prices)
	Requesting proposals for Thurs-Sat 20-22
a. Yakima	Tour of facility provided and brief discussion followed about viability (determined that Yakima is a viable location). Kevin will ask for a proposal for 2013 & 2014 with the caveat we are really looking at 2014.
	Discussion about September meeting location - landed at Yakima (central), with stating time at 10:00am. (tentative based on availability)
b. Campbell's Resort, Lake Chelan	Determined Yakima best location for meeting so remaining board members can see the facility.

<p>c. Great Wolf Lodge, Chehalis</p> <p>d. Other</p>	
<p>Constitution & Standing Rules</p> <p>Review Current Work</p>	<p>Review of the current constitution and SOPs. Suggested additions made to SOPs – Kevin noted those and will present the entire document at the September meeting.</p>
<p>a. Mission Statement</p>	<p>We have 2 mission statements (conference program and constitution) and Guiding Beliefs (in program) Need to review further and clarify</p>
<p>b. Hall of Fame</p>	<p>Need to redefine and clarify - continue work Kevin started</p>
<p>c. Partners</p>	<p>Define roles and how they support WACA (partner/vendor/sponsor). Will add components to SOPs regarding vendors and sponsorship</p>
<p>d. Board Responsibilities & Duties</p>	<p>Roles & responsibilities reviewed in SOPs – modifications noted by Kevin; will be presented to board at September meeting.</p>
<p>2012 Budget (Oct 1, 2011-Sept 30, 2012)</p> <p>Develop 2012 Operating Budget</p>	
<p>a. Partner Fees</p>	<p>Kevin provided a preliminary budget as a starting point. Line items reviewed and discussed. Budget created with 250 paid delegates creates a \$3,100 shortfall; however, if we obtain 275 paid delegates we will be ahead by \$300. Agreed upon goal is 275 or more. Kevin will bring a completed budget for approval to the September board meeting.</p>
<p>b. Delegate Fees</p>	<p>\$325, one day, inclusive</p>
	<p>Price options suggested</p>
	<ul style="list-style-type: none"> • Day 1 only (includes pre-con) – this idea died after discussion • Whole thing • Whole thing plus pre-con • Whole thing if they bring so many people (no reduction on pre-con) • Pre-con fee increase to \$75 includes lunch (\$15 to presenter, box lunch \$22)
<p>WACA Board</p>	
<p>a. Future Board Meetings</p>	
<p>i. Fall Meeting (Sept/Oct @ TBD)</p>	<p>September 17-18, 2011 at Yakima, 10AM start time (tentative based on availability)</p>
<p>ii. Winter Meeting – Jan at Semiahmoo</p>	<p>January 28-29, 2012 at Semiahmoo (will need Friday night rooms) (tentative based on availability)</p>
<p>iii. Pre-con meeting – Mar at Semiahmoo</p>	<p>Day Zero (March 20, 2012) start at noon with entire board. Some board members need to arrive and meet with staff for BEO's Mar 19</p>
<p>b. Board Survey Results</p>	<p>Created keep/toss list as a result of board survey (see pages 1-2)</p>
<p>c. Vacant Positions (keep/fill)</p>	<p>Discussed keeping vacant positions unfilled until election. Area 6 may be collapsed – to be determined at a later date. Kevin will try to have a nomination for Area 1 rep by Fall meeting.</p>
<p>d. Areas (combine?)</p>	<p>Areas 6 & 8 combined. John will continue to communicate with both area delegates.</p>
<p>Future of WACA</p>	
<p>a. Activity Coordinator Certification</p>	<p>Discussion about how the board could facilitate promoting the brand and working collaboratively with AWSP to promote leadership. Looking at including a session at the 2013 WASC conference for advisors.</p>

<p>b. Additional Professional Development</p> <p>c. website</p>	<p>Kevin will bring back information about certification and clock hours after talking to Marty.</p> <p>Tim and Norm will bring back the registration form ready for approval at the Sept meeting; plan to open registration a week or so after the fall meeting.</p>
<p>TO DO's for SEPT MEETING</p>	<p><u>Kevin</u> Report on certification program Recommend speakers/general session Food information from Semiahmoo</p> <p><u>Tim & Norm</u> Registration online setup ready for approval (pre-con \$75)</p> <p><u>Tira</u> First newsletter draft First mailer draft (delegates & administrators)</p> <p><u>John</u> Area rep job descriptions</p> <p><u>John & Kari</u> Calendar/templates for Area reps</p> <p><u>Tammy</u> Draft of program for conference</p> <p><u>Alyssa</u> Draft goals (wordsmith)</p> <p><u>Middle level & High school reps</u> Redefine Hall of Fame</p> <p><u>All</u> Names of presenters & contact info including Bookmark the Pros & Meet the Pros Bring a list of all WACA items in your possession (building master inventory list)</p>
<p>NEXT MEETING DATE</p>	<p>September 17-18, 2011 at Yakima, 10:00am (tentative based on availability)</p>
<p>ADJOURN</p>	<p>Meeting adjourned at 12:50PM</p>