

WACA Executive Board meeting
June 21, 2014
Location: Tammy Caldwell's house

In Attendance:

Tammy Caldwell, *Program Coordinator*
Sue Metzler, *President*
Norm Sanford, *Treasurer*
Becky Latham, *President-Elect*
Guy Simpson, *Communications Coordinator*

Jen Durham, *Partner Coordinator*
Kari Bradley, *Area 3 Representative*
Tira Hancock, *Secretary (late)*
Tim Turner, *Past-President (absent)*
Ryan Healy, *Technology Coordinator (late)*

Minutes:

I. Welcome (@ 1:30 PM)

II. Approval of Agenda—moved by Tammy, second Becky, approved.

III. Sharing of March Minutes—approval in September

IV. Reports

a. Treasurer (Norm)

1. Summary of budget presented.
2. Kari stated she followed winter board meeting up to \$2000 for Resource Table
3. Norm recommendation to standing rules to change meal per diem for trip home from conference/meetings.

b. Technology (Ryan—presented by Guy)

1. Year one webpage visitors around 90,000
2. Weekly range between 1,200 and 3,200
3. Other than registration pages and the main idea share page, the area 3 blog has the most page views (more activity means more people are looking, less activity (less new content) means less people are looking.
4. Summer projects
 - a. Idea share updates
 - b. Build/update new forms
 - c. school district contact update
5. Update partners on website (verify that they are there)

c. Communications (Guy)

1. Spokane AWSP Conference involvement/update (Recipe Cards, etc.)
2. Social Media updates
 - a. WACAofficial accounts
 - b. Ryan and Guy may do a social media conference session (appropriate use—CYA—how to build more positive use, etc.)
3. Follow-up with Speakers at WACA 2014 to do website content

d. Partners (Jen)

1. 27 paying vendors (2 singles comp'ed, 2 doubles comp'ed—33 total vendors)
2. Vendors didn't want to return to the format used in WACA 2013 Yakima, they felt they were an after thought, and liked being included in the main portion of the conference at WACA 2014.
 - a. Sue recommended Project Unify have a booth at WACA 2015
 - b. Becky recommended United Way varsity lettering for community volunteering

c. Tammy recommended Key Club

3. Comp'ed vendor booths need to be specified in standing rules, Guy recommended a 10% cap set automatically (10% of total vendors can be comp'ed by Partner Coordinator)

Old Business

V. 2014 Conference (*Sue*)

- a. Review survey results
 - 1. General overview
 - 2. Some results need to be reviewed at Fall Board meeting.
 - a. Becky recommended that presenter emails should be added in the program for future contact.
 - b. Sue recommended adding description of Area Meetings to program
 - 3. Wednesday dinner/food options vs. losing delegates for keynote and
 - 4. Vegetarian, gluten free, lactose intolerant options on website/registration form
 - 5. Website recommendation of presenter needs (what topics, areas of need for presentations)
- b. Other?
 - 1. Distance to go to Kennewick was a negative. The service/conference was good, travel to secondary hotel was a challenge.

New Business

VI. 2015 Conference (*Sue*)

- a. Location contract—signed for Yakima already.
- b. Prelim Schedule (*Tammy*)
- c. Speakers (*Sue*)
 - 1. Wednesday schedule: area meetings end at 6:00 → 6:10-6:15 dinner option (pasta bar, for example), Keynote follows at 7:00-7:15, group activities can still be done afterwards. Scott Backovich for Wednesday night?
 - 2. Thursday schedule: Keith Hawkins morning keynote and afternoon breakout.
 - 3. Friday schedule: WACA Talks in the morning
- d. Delegate Recruitment/set area goal numbers (*Tim/Kari*)
 - 1. Area Reps set goals at September Board Meeting
- e. Sponsors (T-shirts, games, DJ)
 - 1. DJ for social
 - 2. Clowns Unlimited vs. another provider.
 - 3. Social Committee needs to review providers and make decision about games, DJ, etc.
 - 4. Sue will contact vendors to secure conference T-Shirts.

VII. 2015 Budget (*Norm—Tira joined meeting, Kari and Jen departed meeting*)

- a. 2015 Registration fee \$330 per delegate (average), \$195 partner fee, \$75 pre-con
- b. Fall Board meeting at Cispus will save \$2,000-3,000 in budgeted expense. \$45 a person for stay at Cispus.
- c. Resource Table \$2,000 budget—looked at expenses/revenue of WACA 2014 (question about \$980 revenue and \$2,000 budget—budget actually spent \$2,062.27)
- d. Delegate give-a-ways increased from \$19.00 to \$22.50 (bags, etc.)
- e. Norm will send out 2015 WACA Operating Budget to board members at the conclusion of the Executive Board meeting.

VIII. 2015 WACA Beyond the Conference Goals (*Sue*)

- a. Every single delegate to walk away from conference with at least one good idea

b. Growing WACA beyond what it is. (Example, Ryan has continued to grow the website) WASC and MLR's, break-out advisor session at WASC, give-a-ways and literature for WASC and MLR's. Sue will order give-a-ways for WASC, MLR's, and WACA 2015.

IX. Standing Rules/Constitution/By-Laws (*Ryan joined meeting @ 7:50 PM*)

- a. General Review: Change in per diem for meals post meeting, that board members can include their per diem meal for their drive/commute home. Review of travel expenses, specifically rental car fees, mileage is reimbursed at actual cost or mileage rate, whichever is least.
- b. Hall of Fame: Create Legacy Committee, presided over by President-Elect who will select an inductee. Nomination form should include a digital picture to be used on website, and website should include bio/highlights of Hall of Fame career. A simplified Hall of Fame selection process revision proposal will be presented at Fall Board meeting.
- c. Partners: Adding language about giving the Partner Coordinator discretion to comp up to 10% of paid vendor booths, not including the booths given pro bono for AWSP (clock hour provider), and social providers (DJ & Party/Games).
- d. Board Responsibilities: Adding Legacy Committee responsibilities to President-Elect.

X. Meeting Calendar

XI. Fall Board Meeting Planning

- a. Committees: Decorations, Schedule/Program, Social, Hall of Fame, Others?

XII. AWSP/WASA Conference June 29-July 1

- a. Coordinated program/presentation of conference. Guy proposed, meals, travel, lodging, name tags (up to \$50) for four board members, motion moved by Ryan, seconded by Tammy, motion approved.
- b. Delegate giveaway, including recipe cards, left over swag items (pens, magnets, clips, etc.), and a free delegate to WACA 2015. Motion moved by Tira, seconded by Becky, motion approved.

XIII. 2016 Conference (*Becky*)

- a. Possible dates, locations: Location ideas, Wenatchee, western Washington locations still being considered—Vancouver, King County locations, Kennewick (requirements: Ballroom—dedicated for meals/Keynotes, 10 break out rooms, hotel rooms nearby 140-180, and up to 250 locally)

XIV. Others for Good of the Order

- a. Adding Wednesday dinner/meal expense to budget

XV. Adjourn

Sue adjourned meeting at 9:04 PM

Minutes recorded by: Guy Simpson