

# Washington Activity Coordinators Association

Fall Board Meeting

September 27-29, 2008

Hotel Murano, Tacoma, Washington

The meeting was called to order at 3:13 PM by President Eleanor Ledbetter. An overview of the weekend's agenda was reviewed. Board members introduced themselves and shared a favorite summer memory. Eleanor presented the WACA Board Code of Ethics highlighting collaboration, stewardship and improvement as her main objectives. She asked the Board to be fiscally responsible in the upcoming year. There was a motion to not allow WACA to purchase alcohol. Motion was approved.

Old Business:

- I. Secretary's Report: Minutes from the Post – Conference, March 21, 2008 and the Executive Board Meeting, April 21, 2008 were distributed and reviewed. The minutes were approved.

New Business:

- I. Treasurer's Report:
  - a. Caity passed out the Treasurer's Report. The total expenses for 2007-2008 were \$108,109.50. The income for the 2007-2008 year was \$132,016.19. Profit for 2007-2008 was \$23,906.00. The Treasurer's Report was approved.
    - i. Caity has reviewed the insurance policy and believes it is sound. In the event that the conference would need to be cancelled the Board would be able to cover expenses.
    - ii. Questions regarding "in kind" sponsorships were discussed in relation to the income report. Brent will meet with Caity regarding Sponsor money.
    - iii. Further discussion will occur with the Executive Board regarding how much should be in Reserve. A determination of what percentage is necessary and what is financially prudent.
- II. Technology Coordinator's Report:
  - a. Tim reported the following regarding our website, wacaonline.org:
    - i. We were automatically charged our renewal by Bluehost which will expire in 2010
    - ii. 100% reliability
    - iii. \$9.50 per month
    - iv. Tracking:
      1. In the state of Washington there were 2816 hits from 219 cities
      2. We had 5000 hits from California and 3800 from Texas
      3. The biggest resource is our "Spirit" link

- v. Online registration is up and running
    - 1. Purchase orders are up and running
    - 2. Glitch in the credit card process
  - vi. Online bookstore is operating through Amazon.com
  - vii. WACA email is set-up and operating
- III. Partner Coordinator's Report:
- a. Booth Fees for the 2009 Conference are:
    - i. \$375 by May 1, 2008
    - ii. \$425 between May 2 and November 30, 2008
    - iii. \$475 after December 1, 2008
      - 1. Payment will be above listed price plus power and internet
  - b. A need for creating a process for "trading in kind" will be pursued. Brent, Jo, and Marie will discuss and create a proposal to the Board.
  - c. There are currently 26 open booths available for the conference.
  - d. Brent and Marie will work on the evaluation.
  - e. Sponsors will receive a double booth in the Sponsor Hall
  - f. Sponsorships for the 2009 conference: Defining a vision and how to grow the program.
  - g. Sponsorships for 2008:
    - i. O'Connor Photography
    - ii. Denard Productions – DJ
    - iii. Viva Productions – Games
    - iv. Neff – T-shirts
    - v. Platinum Level of sponsorship was approved for AWSP/Cispus.
  - h. Sponsor Spotlight was again discussed. It was established that an elite six would be provided the opportunity to present their product to the delegation. The concern over the presentation being of educational value was raised. For the 2009 conference, we will honor the current practice.
- IV. Conference Planning
- a. General Information:
    - i. Wild Wild WACA
    - ii. March 11-13, 2009
    - iii. Vancouver Hilton, Vancouver, Washington
    - iv. Board to arrive on the 10<sup>th</sup> ready to begin work at 1:00, lunch on your own
  - b. Delegate Communication
    - i. The general mailing to all previous delegates and Washington secondary schools will go out in October
    - ii. Tim has updated the website with the registration form and information about the conference.
    - iii. Tira will send an electronic version of the newsletter out in a week.
    - iv. Area Reps will send an email to area delegation.
    - v. Eleanor would like to personally visit Seattle schools and invite them to attend.
  - c. Pre-Cons
    - i. Marty Fortin will present ASB Law

- ii. Susan Fortin would like to present on Student Leadership in the Elementary
  - 1. Tammy will further investigate as we are a secondary schools association
- iii. Kim Stewart will present an Advisor Notebook
- d. Program and Schedule
  - i. Program sponsorship will again be Premier. Jo and Tammy will communicate with the Premier Representative to ensure that we are getting an “in kind” product worthy of Platinum level sponsorship.
  - ii. Presenters Assignments
    - 1. Eleanor has charged each Board Member to find two presenters. This can be one plus themselves. All presenter information must be to Tammy prior to the January Board Meeting.
    - 2. Please distinguish between high school and middle school.
  - iii. Schedule Change: Day One

Pre Conference	10:00 – 1:00
Lunch/Visit Partners	1:00 – 3:30
Speaker Showcase	3:30 – 4:30
Session One	4:40 – 5:30
Dinner/Partners/First Timers	5:30 – 7:30
Keynote: Garibaldi	7:30 – 8:30
Area Socials	8:30

- iv. The Speaker Showcase will feature Washington based presenters. Recommended speakers include:
  - 1. Stu McCabe
  - 2. Brad Owen
  - 3. Jeremy Johnson
  - 4. Scott Krenz
  - 5. Bill Durham
  - 6. Mike Miller
  - 7. Richard Thomas
  - 8. John Norlin
  - 9. Level Nine
    - a. If you recommended a speaker, please send contact information to Tammy.
    - b. It was recommended we go with an anti-bullying themed session.
    - c. Three speakers, attend two.
- v. Session One would offer five quality speakers.

- vi. Sponsor recognition would occur prior to the Opening Keynote.
- vii. Partners would be invited to attend Area Socials.
- e. Decorations for Wild, Wild WACA
  - i. Brainstorm:
  - ii. General
    - 1. Sandwich Boards
    - 2. Easels (cowboys)
    - 3. Stick ponies
    - 4. Bucket 2x4's
    - 5. Gossamer/tulle
    - 6. Saloon Doors into Main Ballroom
    - 7. Fencing
    - 8. Horse silhouettes
    - 9. Whiskey/wine barrels
    - 10. BBQ Sauce bottles
    - 11. Arrows –Directional Signs
    - 12. Cowboy silhouette
    - 13. Lassos
    - 14. Lanterns
    - 15. Cowbells
    - 16. Tin/galvanized buckets
    - 17. Sunflowers
  - iii. Areas
    - 1. Branded wood signs
    - 2. Color coded bandanas by area
    - 3. Corral entry ways
  - iv. Large Scale Decorations
    - 1. Ranch arch
    - 2. Balloon arch
    - 3. Hay bales
    - 4. Cactus columns
    - 5. Wagon wheel
    - 6. Western town front
    - 7. Wanted posters
    - 8. Denim
    - 9. Chaps
    - 10. Spurs
    - 11. Candy corn
    - 12. Corn
  - v. Images
    - 1. Skeleton
    - 2. Belt buckles
    - 3. Sheriff badges
    - 4. Bull head
    - 5. Wagon
    - 6. Boots



13. Directional Signs    Branded Signs

    Kerri

14. Extra                  Cactus

Sue

15. Main Hallway 2<sup>nd</sup> Floor    Wanted Posters

    Kari

ix. Eleanor will check with Tenley regarding the tape on the walls.

V. Committee Meetings:

a. Area Meetings:

1. Agendas – Base on last year's
2. How often, how much communication: Once a month, close to the first day of the month.
3. Finding contacts: Include Activities Advisors, Principal.  
Suggestion: Instead of a postcard, can we make a better confirmation letter and have area reps sign and add contact info?
4. Combining areas? Purpose for combining areas is that there has been lack of participation and support in some areas.  
Suggestion: combine 5&6 and 7&8. Discussion: promote participation. It's not supposed to be a Puget Sound conference. Roadblock: schools are not willing to divulge contact information. Sue: concern. Years out, we may build participation. Would we then have to rework things again? This would require a constitution change. Areas are drawn according to the WIAA districts. If we merge now, it may be harder to separate later. Idea: leave it how it is, and for the conference, Karen will handle 5&6. Nothing would prevent two areas from joining together for meetings. Conclusion: don't combine the areas, but allow smaller areas to meet together.
5. Idea: survey people who are coming and who aren't and why. People are going to CADA.
6. Question: Why don't we send WACA reps to the principal's conference to promote? Why don't we have a booth at their conferences? AWSP could also present at WACA. If there is a conference in February, we should be promoting WACA there. Is it possible that
7. Question: Is it possible that some of the schools don't come because of WACA's reputation as a big three-day party.  
Discussion about how the reputation has been getting better.
8. Delegate gifts/giveaways. It's hard to get 80 of anything from one company. We need to provide something to put in the delegate bags (500 items), and then gifts for the area meetings, plus one or two big items for the WACA bucks. \$50-75. Use letterhead with tax ID number when requesting donations. Kari will send. There is a form letter. It is getting harder and harder to get donations. Question: What is the

point of having a bunch of junk that people just throw away? What about a green grocery bag that can be reused for groceries? Don't have vendors donate to the swag bag; have them bring more giveaways. TC Span America could do this. Make the recommendation to reconsider the swag bag. Suggestion that presenters be given something useable as a thank you. Conclusion: Go for better quality, less quantity.

9. Suggestion: A did you know or meet the pros to explain what happens on the WACA board.
10. Area Angels—recognition of an advisor from each area.
11. Hanging out with delegation: recommendation of not having board sitting up above everyone else. Maybe only at the awards banquet.
12. Suggestion: Area decorations that identify the area – population, stats, push pins on a map. List schools.
13. Area socials (put on by vendors?) on the first night. People look forward to this. Jostens and National Achievers socials. Can we all find a place off site to “stake a claim” so we can have such a thing. Ask partners to sponsor?
14. Having a night one area meeting? No have an agenda for the first-timer's meeting. Make that personal connection at registration. Handout: top 10 tips for WACA. How to go through the schedule, getting a focus for the conference.
15. Booth idea: Clock hours – 247ed.com

b. WACABucks

- i. Beth will continue to work on plan for distribution and prizes. The committee agrees that less should be provided to the Partners. Defining the objective for the WACABucks will further evolve in January.

VI. Conference Components

a. Recognition

- i. Partners – Marie will work on and present a proposal at the January meeting.
- ii. Presenters – Card and Pin
- iii. Sponsors – Wednesday evening recognition before speaker
- iv. Outgoing Board Members – Jennifer Durham will send a request to determine how many plaques to order.
- v. Past President Ring – Jennifer will arrange with Royal T.
- vi. Advisors of the Year – Susan Fortin
- vii. Hall of Fame – Kevin and Becky will ensure nomination forms are distributed or made available at the conference. They will also gather information for this year's nominee, Chuck Ptolomey.

b. Food

- i. Eleanor will work with the Hilton to make selections to reflect the conference theme.

c. Hilton Accommodations

- i. Eleanor will make the reservations and arrangements for food for the January meeting, and the room reservations for the conference.
      - ii. Discussion to move the dates of futures meetings was proposed. The motion to move the January meeting to Saturday – Sunday was not seconded.
    - d. Resource Room
      - i. Leslie will work with Caity on book purchases.
      - ii. Caity would like to use a cash register and provide a stamped receipt for accounting purposes.
    - e. Elections
      - i. Odd Areas, President Elect, Secretary, Communications, and Technology are all open this year.
      - ii. Leslie will coordinate the development of ballots, advertising, area coverage, and tallying at the January meeting.
    - f. Delegate Giveaways
      - i. Board members are asked to provide 2- \$50 items.
      - ii. It was voted that the conference favors will include:
        - 1. “Green” Tote Bag
        - 2. Flashdrive
        - 3. Leather Notebook
          - a. The package was motioned, an amendment not to exceed \$25 was made, the motion was approved.
      - iii. 450 quality items for bags is optional
    - g. Conference Week:
      - i. Board Arrival on Tuesday, March 10
      - ii. Wednesday Activities:
        - 1. Meet the Board (Lobby)
        - 2. First Timer’s Session – Eleanor
        - 3. Area socials – Flyers for locations provided at check in
      - iii. Thursday Activities:
        - 1. Banquet – Hoe Down
        - 2. Banquet Attire – Western
        - 3. Entertainment – Line Dancing
        - 4. Party – Gaming Tables and Bull riding
      - iv. Friday Activities:
        - 1. Clock Hours – Before Meet the Pros
        - 2. 2010 Theme – Lunch
          - a. The Colors of Leadership: A Canvas to be Created
          - b. March 24-26, 2010
          - c. Vancouver Hilton
- VII. Other
  - a. Executive board
    - i. Develop a Strategic Plan
    - ii. Survey Questions
    - iii. Viable locations for Conference
    - iv. Combining Areas

- VIII. Winter Board Meeting
  - a. January 10-12, 2009
  - b. Vancouver Hilton
  - c. Arrival Time: 1:30
- IX. Meeting adjourned at 11:35 AM on Monday, September 29, 2008.