

WACA Fall Board Meeting
September 16-17, 2017
Location: Wenatchee Convention Center, Wenatchee, WA

<p>Call to Order – 1:30pm</p> <p>Attendance</p>	<p>Laurel Robillard, <i>President</i> Karin Blomquist, <i>President-Elect</i> Norm Sanford, <i>Treasurer</i> Guy Simpson, <i>Communications Coordinator</i> Ryan Healy, <i>Technology Coordinator</i> Kari Bradley, <i>Secretary</i> Jen Durham, <i>Partner Coordinator</i> Tim Turner, <i>Adviser Certification Coordinator</i> Jaime Johnson, <i>Area 1</i> Michelle Munson, <i>Area 2</i> Caleb Knox, <i>Area 3</i> Becky Cruz, <i>Area 4</i> Stacia Hardie, <i>Area 5</i> Susie Bennett, <i>Area 6</i> Bryan Conrad, <i>Area 7</i> John Bittinger, <i>Area 8</i> Lana Yenne, <i>Middle Level Representative</i></p> <p>Not Present: Dick Caldwell, <i>Past-President</i> Tammy Caldwell, <i>Program Coordinator</i> Coley Veitenhans, <i>High School Representative</i> Jen Nelson, <i>Area 9</i></p>
<p>Approval of Agenda</p>	<p>Meeting Norms: Be Nice No side convos</p> <p>Motion by Ryan to approve, second by Tim Motion passes</p>
<p>Minutes</p>	<p>Post-Conference Minutes & Exec Board Meeting Minutes Motion by Ryan to approve, second by Caleb Motion passes</p>
<p>Reports</p>	<p>Treasurer – As prices go up for facilities and rentals, etc., we might consider the cost of delegate registration. Currently \$340. Food is a main consideration when budgeting. Should add a line item for income and expenses for the Adviser Certification program.</p> <p>2018 Budget – Motion by Lana to approve, second by Susie to raise delegate registration to \$350. Motion is unclear (division of the house).</p> <p>We've looked at budget and played with numbers, so changing the price doesn't appear necessary (Guy). Feels reactionary and schools have budgeted (Michelle). Ten dollars feels like a reasonable raise as things get more expensive (Becky). Snacks and treats were appreciated last time. Expenses are always higher at the Hilton, so let's not make a decision on</p>

that. If we can continue to make sure "special orders" aren't abused that may also help (John).
Whenever we go to the east side of the state our numbers seem to go down a bit. Ten dollars seems like a smaller, reasonable increase (Lana).
If this is a one-year impact because we were back at the Hilton, it doesn't seem we need to change registration (Tim).
Won't be charged for things in the same way in the Tri Cities this time around. We will save money in other ways (Ryan).
We will make money (approximately \$1,500) on vendors (Jen).
Food was a huge expense last year, there really aren't \$20 meals available (Caleb).
Norm – it would be great to have meal amounts for the exec board meeting when budgeting (Karin takes note).
330 paid delegates at Three Rivers in 2016.
348 paid delegates at Hilton in 2017, not including the board.

Laurel Robillard, *no*
Karin Blomquist, *no*
Norm Sanford, *abstain*
Guy Simpson, *no*
Ryan Healy, *abstain*
Kari Bradley, *yes*
Jen Durham, *no*
Jaime Johnson, *yes*
Michelle Munson, *yes*
Caleb Knox, *yes*
Becky Cruz, *yes*
Stacia Hardie, *yes*
Susie Bennett, *yes*
Bryan Conrad, *no*
John Bittinger, *no*
Lana Yenne, *yes*
Tim Turner, *yes*
No – 6
Yes – 9
Abstain - 2

Motion by Lana to approve, second by Susie to raise delegate registration to \$350.

Motion passes.

Remember to submit reimbursements. Mileage (round trip) and receipts, can submit for \$15.00 for heading home on Sunday.
Checks look nondescript—look out for that in next couple weeks.

2018 Budget –

Motion by Ryan, second by Stacia to approve the amended 2018 budget.

Motion passes.

Technology –

The website is decidedly "less dreary".
Site traffic is the same as always.

Using social media platform to send out updates.
Will have a plan for a board intro video that we'll get done in January.
Internet is free in Tri Cities so we won't have to pay for that.
Laurel should ask for an itemized list (screen, power in room, etc.) from Three Rivers so we know what to keep/cancel for the official contract.
Ryan will communicate what we actually need.

Communications –

Sending survey links and minutes when he can.
Survey Monkey updated website. User features have changed. We've traditionally only paid during the time that we use the survey. As a result of updates, PDF has disappeared.
One standout comment was the issue of crying babies at the conference (there were a number of infants at the conference in 2017). Area reps could offer a disclaimer at the opening session.
1st postcard will go out in October. Guy will work with Laurel.
Survey link didn't get announced at the last session when it was already up. (Was announced in area meeting, but need whole-group reminder.)
Would like to give away a delegate registration (just \$350, not pre-con).
Optional line item to add your name so the survey isn't anonymous in that case. Will use social media to announce.

Motion by Guy to approve, second by John to give away a \$350 delegate registration based on survey completion.

Motion passes.

Partners –

→ The vendors that come to the conference in recent history are happy and Jen's been getting Thank You's.
→ Sent out 227 invites to come to the 2017 conference.
→ Wanting to keep the cost down for vendors; Jen is happy with the current fee. (Hopes to keep fee the same.)
→ Games rotation is difficult for Jen to manage live at the conference since it's a loooong day for her. Jen will set-up a rotation for games and for DJ for the social. But the social committee will be responsible for being point-person and in charge of working with the vendor.
→ If you have partners that you want to see come to the conference, send Jen contact info (starts with a letter, then phone call, then email).
→ We had 36 vendors in 2017. Jen's personal goal is 50 vendors this year. We've budgeted for 35.

Certification –

36 certified advisers in 2017.
Has had 7 people submit for the 2018 conference.
Has 2 certificates from the 2017 conference that he needs to get in those members' hands.

The form needs modification, so Tim is working with Ryan. Won't make a push for applicants until after next meeting.

Clock Hours –

Distribution was **not** a smooth process last year. Tim filled out the OSPI

	application and September 30 th we will know if we're approved.
Old Business	<p>1. 2017 Conference Review – Highlights from negative feedback: Area Meeting re-vamp? Running out of food,</p> <p>2. Review suggestions/ideas from Exec Board Meeting –</p> <ol style="list-style-type: none"> Area reps encourage delegates to communicate food issues- will be moved to registration Remove faxing option from online registration Do not schedule conference for the first week in March (activity conflicts) Build more reasons to go to the WACA website Review effectiveness of idea exchange (split by level?)/first timers Language change for delegate reimbursement <p>3. President's Ring – Karin will work with Jostens to get a Past-Presidents ring for Dick.</p>
New Business – NCSA/NAWD	<p>December 1-3 in Spokane, WA. Camp staffs receive a registration price break (registration October 31st).</p> <p>Karin and Laurel planning to attend as part of WACA-PD.</p> <p>Do we want to be a vendor at NAWD? We would be able to connect with delegates, admin, vendors, etc. Karin will be the point-person and get in touch with Susan Fortin.</p>
New Business – WACA 2018	<p>March 14th-16th (Board arrives on the 13th)</p> <p>a. Theme/Vision – Music, all music! Laurel does love the 80s but thinking all music.</p> <p>b. Schedule (Tammy) – Schedule change for Friday – Two Meet the Pros sessions with 5 rotations each (as opposed to 6 rotations and 4 rotations).</p> <p>Speaker Showcase – Send contact info to Tammy, please. Tammy communicating with Chris Fisher to see if he has any speakers he wants to send to us. Jake Ballentine Push Gaines Maddie Newman Stu Cabe? Colin Henderson? (Kari Bradley - get contact info to Tammy) Richard Parkhouse? (Jostens) John Antonetti? (Jen Durham – not about the test score) Lamar Hudson? (Caleb Knox - positive rap music, good for middle level) James Leyman (Jaime Johnson – In the Loop has email hotlink)</p> <p>Pre-Con – Susan & Joe (waiting for title) John Norlin & Houston Kraff Scott Backovich</p>

Marty Fortin

Presenters – Every board member presents. Sign up early—commit before January board meeting. Descriptions are important because Tammy copies & pastes into the program plan. Can provide choices or tell Tammy you're flexible.

Presenter form is online, updated. Not too early to start recruiting.

Need 40 Meet the Pros presenters (6, 10-minute presentations)

Need 30 50 Minute sessions presenters

Secretary sessions – every year we struggle. Please give Tammy info or work with your contacts, etc. Auditor used to come, budgets cut.

Richland SD – business manager? Tammy asks for a board brainstorm sesh.

Admin sessions – Kia led an admin think tank. Should we do admin networking session during newcomers session? YES we like this idea. She had about 40 people each time.

Stacia can help with both!

Sent #s and breakout info for comparing to the Wenatchee facility.

c. Keynotes –

Speakers/Gen Sesh

Wednesday – John Norlin

Thursday – Phil Boyte

d. Contracts –

Three Rivers Convention Center

Spring Hill Suites

Hilton Garden Inn (Hall of Fame will stay here – three rooms)

Red Lion Inn

Laurel working with hotels to establish blocks and will let Ryan know if a code is needed to book their rooms for the website.

e. Conference meals –

Board eats last (unless involved in the next activity and need the fuel).

Will plan meals in January.

f. Resource Table –

Coordinated by Past-President

Laurel has some resource lists from past-past presidents

John and Tim are willing to help out to maybe work with Barnes and Noble?

Resource table as a vendor spot? (YES we like this idea.)

g. Elections –

Coordinated by Past-President

Appointed: Partner Coordinator

Elected: Even areas, President elect, Secretary, Middle Level

Logistics of letting people know they have been elected.

Electronic elections.

	<p>h. Hall of Fame – Nominations due by December 1st.</p> <p>i. Donations/Giveaways – People like free stuff. ☺ Don't break your personal bank to participate and provide giveaways. We would like whole-group giveaways that are "large scale" that are appropriate for any delegate and those are part of the random drawings. Area Reps have moved to area raffles with delegate bringing in items to contribute to a basket. Conversation about delegate t-shirts and if people use/wear them in the future. Offer choice? Offer some other item like a quality coffee mug, stadium blanket, chair, etc.?</p> <p>j. Delegate Swag Bags – 400 of any item for bags.</p> <p>k Board attire – Board attire more theme-specific? Thinking of doing one general and one theme-specific shirt for the conference this year. Fanny Packs (Target fanny packs that play music)? Board members should be identifiable. Like the board to stand out for customer service.</p>
<p>New Business – Committee Reports</p>	<p>Decorations – Becky Decorations are going to be rad. Cassette tapes with each delegate's name Panels – silhouettes of each decade Outlines of instruments throughout iPod cutouts with music notes flowing out of it Juke boxes and album covers Name that tune at general sessions Recommended artists lists on the doors to Spring Hill Suites Mason jars with music note paper with fairy lights inside for table toppers</p> <p>Social – Jaime No magician. Considering improv? Jazz musician?</p> <p>Standing Rules – Kari Current policy on website: Cancellation Policy WACA no longer accepts conference cancellations. You may transfer your registration to another person from your building or district, per your district policies. We also can no longer transfer cancelled registrations to future conferences.</p> <p>Change to... → WACA no longer accepts conference cancellations. You may transfer your registration to another person from your building or district, per your district policies. If attempting to cancel due to an emergency, the request must be directed to the Treasurer and requests will require a board vote, taking place at the conclusion of the conference.</p>

	<p>→ Norm will report: "We will not refund any money, but we will carry over registration for one conference year." → Add a button that says "I accept" with the cancellation policy. Motion by Susie to approve, second by Caleb to change the registration cancellation policy. Motion passes.</p> <p>Idea Exchange – John & Lana</p> <p>Admin Meeting/First Timer – Stacia First timers – go through program and define session titles, area meetings and explain purpose of meetings. Logistical info (bathrooms, Starbucks, etc.). Reach out to other solo delegates. Admin – talking about relationship between ASB and their eval. Here are the types of activities going on in your school and where it falls under your eval, etc. Healy and Guy have one from the AWSP conference..</p> <p>Certification – Tim & Ryan Re-vamping the form. Using google forms or something web-based so it's more user friendly and no blank forms will come in. Will update in January, don't worry about huge push until then.</p>
<p>New Business – Committee (second breakout) Reports</p>	<p>Area Reps – Registration open the week of October 2nd, presenter apps open now. After this meeting, John will create and share an email. All reps will communicate with areas and include the whole board.</p> <p>Exec – Hall of Fame – one room, four meals are complimentary. Spokane – try it for a year, get a NAWD table, network and consider WACA 2020 in Spokane? If we lose too much money again and we don't gain delegates then we'll have our answer. Ask Joe to put a blurb in his newsletter about how to fund WACA (ASB funds). Flights are always an option. Convention center is big and impersonal. If there are other options that would be better. Look at The Grand and other new hotels. Have to consider parking too (SeaTac old and not adequate). Being a NAWD vendor – Consider costs: if everything costs \$1,000 do we gain at least three delegates to cover costs? We intend to pursue being a vendor, once we have a costs list (booth, giveaways, etc.) we'll do an email vote. 300 to *maybe* 500 delegates at NAWD, probably more toward 300. Tim will research.</p>
<p>New Business – AWSL Conference</p>	<p>Typically we present at the adviser session. John will lead that effort. John will take extra postcards to give out as well.</p>
<p>2019 Theme</p>	<p>Elephants! Lead the Pack WACA 2019 They are gentle and inclusive, they communicate telepathically. They feel much like humans: compassion, caring, rage, etc. More jungle theme versus circus for decorations. If you see cool images or sayings, send them to Karin.</p>
<p>Meeting Calendar</p>	<p>Winter Board Meeting – Tri Cities Springhill Suites, January 13th-14th</p>

**WACA 2019 –
Conversation**

Location conversation:

Norm: Only appears to be 9 viable conference/breakout rooms but three WACA areas will not be contained. Rooms are small. Lots to offer in the area, but rooms are not adequate.

Laurel: Hotel Hilton Garden Inn to be opened Fall/Late 2018 (they've broken ground).

Karin: Doesn't want to be blinded by Wenatchee because it's close for her. She wants to be fiscally responsible and help our budget, but not to compromise quality.

Jen: Doesn't want vendors to be in a separate space. They wouldn't feel like part of the conference. Has worked hard to get our vendors in large numbers again, doesn't want to lose that relationship. Not sure we'd recover after one down year if Wenatchee was viewed as a down year.

Lana: Concerned about current (Coast) hotel quality if that's the hotel delegates need to default to. Tiles broken, etc.

John: Nice, easy walk to the other (new) hotel. Not sure how it would be in March with weather. Needing to differentiate between personal feelings and needs/desires for the school.

Susie: Does feel a little awkward talking about a hometown move, easy to feel strongly about the change for your town. But the Tri Cities is viable, is a better decision.

Caleb: What would things be like in Spokane? Do we have time to explore other options, like SeaTac? I think this location could work, but I don't think this is the best option.

Becky: To make the space work well things would be more separate and feel less like a community. You don't feel that at Yakima or the Tri Cities.

Ryan (combined with Tammy's info): Rooms have to facilitate up to 80 people, breakouts have to be able to hold up to 60 or 70. Single rooms are too small for breakouts (fit 45). If we're serious about looking at other locations, we should consider Spokane. We would have to dramatically change our program with Wenatchee.

Tammy: When will the new hotel be guaranteed to be finished? Do we get the whole facility for all three days? Available Tues at noon? If Orchard can't split more than two ways, that's an issue.

Karin: Nervous about middle of March weather and travel. (Lana wanted to mention as well.) We have to think about our delegation. East sides can manage better but are a smaller portion of our delegation.

Jen: Technical difficulties with the Wifi (would we bog it down?).

Spokane is interesting to us and vendors but locations book over a year in advance so we would need to plan farther out than for 2019.

Lana: We would definitely be sharing the space if we used the convention center in Spokane.

John: Went to Spokane when he was part of the president trio, just alone to scout out the location and presented info at the following meeting.

Jaime: We talk about catering to the east side of the state and Spokane, so why don't we reach out to them and have the conversation?

Ryan: Comfort and ease is important to a new teacher, and if I stay in the Coast hotel in Wenatchee I probably am not coming back.

Susie: Too late to investigate and consider Spokane for 2019. Yakima and Tri Cities are viable.

Becky: Yakima isn't a huge step down from the Tri Cities, so maybe it

	<p>should be considered in 2019. We make money in Yakima, in Kennewick we break even. Karin: Concern about partners coming to Yakima. Lana: The Red Lion in Yakima isn't a nice hotel. Laurel: It helps with publicity, being able to promote the location ASAP. Norm: When we prepare the 2019 budget, we'll have actual numbers if returning to the Tri Cities. Jen: We do make money with the vendors in Kennewick.</p> <p>Wenatchee isn't a viable location right now. Kennewick seems to be a thoughtful decision. Dates: March 13-15, 2019. Consider state tourney and state testing. Karin can work with Three Rivers in January. Tim recommends calling ASAP.</p>
Action Items	<p>Postcards: Laurel and Guy will prepare for a first mailing in October Area Email Expectations: Create first email for area reps to be sent in the next two weeks. Send to whole board. Winter Board Meeting: Laurel has list of Friday arrivals and will confirm arrival and lunch times in the near future. Starting earlier helps leave wiggle room if there's a Seahawks game, etc. Everyone: Recruit presenters & giveaways collection</p>
Adjourn	<p>Motion by Ryan to adjourn at 10:55am, second by Susie.</p>
Next Meeting Date	<p>Winter Board Meeting Tri Cities Springhill Suites, January 13th-14th</p>