



VAPPA Board Meeting Minutes

Date: Wednesday, Oct 19, 2016 @ 1:30 pm

Place: Teleconference

Welcome/Introductions/roll-call. In attendance:

- Scott Gesele
- John Prengaman
- Kirk Hiles
- Greg Sachs
- Meghan Johnston
- Steve Glazner
- Debra Dowden-Crockett
- Mark Webb
- Duane Swanson
- Julie Bubb

Review/approval of minutes

- September meeting minutes approved.

Round table updates

- President:
 - Scott and Meghan getting paperwork and pro forma together for insurance, otherwise ready to get insurance set up
 - Questions from last meeting with insurance rep?
 - Sounds like we're heading in a good direction
- President-Elect:
 - Incorporation documents, IRS needs current tax year and 2016 estimates for revenue, expenses, assets, and liabilities. John hopes to have that done by the middle of next week, will send to board. Need to show income and expenses with net of 0.
 - Meghan sent updated budget document out before meeting. John will send out layout needed for IRS.

- Question about John's debit card, Meghan left another message with credit union asking about this.
- Treasurer: Scott provided updated for Meghan.
 - Kirk and Meghan discussed conference expenses
 - Finished budget document, sent out before meeting
 - Meghan has her debit card, can make payments if needed. Checks are on the way
 - Conference sponsors payment--direct to PayPal or handle another way?
 - Letter could include url for website, web direct to PayPal?
 - PayPal charges 2.9% + \$0.30 per transaction
 - Credit Cards much easier for payment
 - Ease of use is important for sponsors, PayPal overhead worth the convenience
 - Targeting \$15K-\$20K from sponsors
 - George Mason will have a registration site for conference, link from VAPPA website to their registration, then have GMU registration process link to our PayPal
- VP for Communications
 - First business partner payments made via PayPal, transferred \$290.40 to bank account today
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- VP for Membership
 - Suggestion to have a column on website for who business partners are currently working with
 - What is a good way to build that list for each partner?
 - Debra wondered if partners with less experience would feel less represented?
 - Could have mini bio?
 - Listing schools they are currently working with gives members a connection to reference
- VP for Conference Planning
 - Kirk doing great work organizing
 - Discussion about multiple points of contact
- VP for Education:
 - Do conference sponsors have to become business partners?
 - Conference sponsorship pays the year's business partner membership
 - Business partners will get first notice and sponsorship/speaking opportunity
 - Do non APPA/VAPPA/SRAPP members have the same fee for the conference?
 - Yes, encourage non member educational institutions to attend. They can also join VAPPA (no cost) without joining APPA.
 - These addressed in sponsorship letter, or email with spreadsheet listing partners, will resend these.

- Business Partner Liaison:
 - Debra has some more lists to send Kirk, one from recent VA plant managers association conference

Other Chapter business

- Once Meghan gets checks, will reimburse Steve for David's travel expenses
- Soon will be soliciting for officer/board memberships coming open, strategies to incentivise participation?
 - Could pay for conference, one night of hotel?
 - May need a change in bylaws, membership vote. Not for current conference
 - Scott will review bylaws, board member have non-paid position
 - No concerns
- Email list use for job opening announcements?
 - Would be a lot of email traffic
 - On our website? Would add a lot of administrative work
 - APPA has a Job Express service, would be better to direct there
 - Add link on VAPPA site to Job Express on new page

VAPPA '17

- GMU Conference Contact:
 - Updated sponsor list added to Google Docs VAPPA folder
 - Merged Debra's list to conference sponsor list
 - Should not include edu members
 - Sponsorship letter solicits presentations too, this should be just for business partners, have a separate letter just soliciting presentations for edu members
 - Send Kirk and email about multiple points of contact in the sponsor list, help identify primary contact
 - Should we cap sponsorships at the different levels?
 - Prior conferences had 15-20% response rate
 - Business partners should get notified first, they get preference for sponsorship/presentations/booth location
 - Email Kirk with additions for businesses interested in participating in conference
 - MailChimp good place to compile email lists, will work with Greg to look at service
 - Two lists, one for educational members, one for business partners
 - Thoughts on save the date email?
 - On our website, was also in board email
 - Next email should have logistics information, start accepting registrations
 - Kirk has drafted agenda for conference, will send that out
 - Question about getting logos for sponsors
 - Email each sponsor asking for good quality logos that can be resized
 - Meghan can help with specifications for images
 - Is any part of the sponsorship donation tax deductible?
 - Not something we set up for last conference business sponsors
 - Will update sponsorship letter and send draft to board

- GMU asking about GOBO, \$170 - glass lens to project VAPPA logo
 - They're very nice looking, go ahead and get
- Parking - at registration we'll need to include a parking voucher to get out of the parking garage, will pay GMU so cost is transparent to attendees
- Will send more conference information to Greg to add to website
- Hotel nearby?
 - Kirk working with GMU events management, the rate with Hyatt about 4 miles away wasn't that good. Going to include information for several nearby.
 - State rate? What are the rates? Would be good to have that information handy.

Action Items:

1. Meeting minutes – Greg Sachs
2. Meghan will reimburse Steve for David's travel expenses
3. Greg will add page for APPA job express on VAPPA site

Next Meetings Dates:

Wed, November 16, 2016 @ 1:30

December, cancelled

Wed, January 18, 2017 @ 1:30

Wed, February 15, 2017 @ 1:30