

**CAPFAA EXECUTIVE COUNCIL MEETING**  
**January 8, 2016**  
**QUINNIPIAC UNIVERSITY - NORTH HAVEN**

**ATTENDEES:**

Heather Hamilton  
Jennifer VanBrederode  
Jill Stone  
Josh Hurlock  
Ashley Benner  
Kimberly Dubey  
Nicole Marquis  
Steve McDowell  
Vanessa Richmond

Kelly Matera  
Kellie Webb  
Alex Muro  
Bill Mangini  
Lisa Boyko  
David Blackmon  
Ashley Dutton  
Melissa Stephens  
Jill Wurcel

Meeting began at 1:10 pm

Motion to approve minutes from November – Bill Mangini made a motion to approve minutes from November meeting and Lisa Boyko seconded.

**Secretary – Jennifer VanBrederode**

Nothing to report at this time.

**President-Elect – Ashley Dutton**

Ashley thanked everyone for helping with silent auction at Winter Conference. We actually made money on the auction and she will provide a spreadsheet once it is complete.

**Vice-President – Melissa Stephens**

Provided in the packet is all of the feedback that she collected from the Fall Training, by each session. Melissa will send us the files electronically. There are still some outstanding payments. Melissa will be collecting data and share with Executive Council as well as the presenters. We should also give some thought about the electronic surveys that we use and working as a group as developing a tool to measure the success of our events to compare.

New Tax Training – new format Feb 2, 3. Being held at QU North Haven. 2 day workshop – 2 summaries. Registration is not live yet – at this time we can't plan on what to expect for registration and. As a committee they are concerned about this, but confident that they will be able to work out some of the details.

They are still working on some planning details for the Non- FA planning professional.

Drop dead date for no registration up is next Friday – January 15<sup>th</sup>. If registration is not on the website, we can create a survey monkey and handle the registration manually.

Lisa asked when the payment is due – Heather read off of the contract that it is due on 14 days after the event.

**Treasurer – Lisa Boyko**

Only 10 payments are outstanding so far. The only thing that she is looking for feedback so far, is the engagement letters & representation letters. Alex mentioned some typos and that “Professional” was left out of our CAPFAA name. Lisa explained that these aren't expected to be handed in right now, but

John Tonkinson wanted to give us some time to have the Representation letter and Engagement letter typed up on our letterhead.

#### **EASFAA Representative – Alex Muro**

What if we can get a higher rate of return without risk?

Alex put together a spreadsheet that compared both Ally & Discover.

Lisa asked what amounts were used to come up with this – Alex took what we currently have and used them in his equations. Although we wouldn't be making huge returns, it is better than what we are currently earning. His concern is how volatile things are in the economy and the market now. We would need to invest at least \$50,000 with NASFAA. Discussion was also brought up about when we would make any change. Would we wait until the CDs mature and then before we let them roll over, we can pull some or all of the funds out, based on what CAPFAA decides? If you like – Alex will follow up with the other regions and states that invest with NASFAA. Alex is leaning towards. Ashley Benner asked if there is a conflict of interest that we would use Discover, even though a different division. Heather thinks that if we do go with a bank we do inquire with all of the other banks to see what they offer. We want to be comparative for transparency that we have at least looked at the best options and have sound reasons for making the choice we made for our investments. It seems we are largely in favor of not doing the NASFAA investment and possibly looking at a banking option. David says we shouldn't rule out NASFAA and look into more options and using NASFAA as a long term option. Heather asked if Alex could use the NASFAA model and create a comparative \$50,000 model with the other marketplaces to see if we could move, when we could move, and then who would be the best to move to.

#### **Associate Member – Josh Hurlock**

Met budgeted goal of 16. Right in line with previous years.

Sent out survey to exhibitors regarding Winter Conference – general consensus works – preferred venue is Foxwoods. Need to increase conference attendees, they liked the games. Speed dating style set-up to get to know someone you might not know or have met before.

#### **Past-President – Caesar Storlazzi**

Not present, no report sent.

#### **Graduate & Professional Concerns Committee – Jill Wurcel & Sylvie Hangen**

Next meeting January 15<sup>th</sup> in North Haven at QU.

Symposium – draft of agenda – Feb 26<sup>th</sup>.

Session at Winter Conference that was really good. New faces and people involved in discussion, hopefully in future years we can have this session.

#### **Winter Conference Committee – Ashley Benner & Kimberly Duby**

They reviewed the data from the survey and from some of the data that we have regarding attendance of the conference and trends that we have seen over the last few years for our Winter Conference.

**\*New Business** – (Conducted earlier because some of our voting members had to leave the meeting early.)

Ashley went over some of the quotes that Kelly Webb helped them gather for conference

locations for next year. Room stays were estimated for 50 people staying overnight, per night.

Melissa asked about the possibility of changing the date based on some of the past discussions that have happened in previous meetings. Discussion was had about locations and expectations

for next year. Ashley mentioned that dates help us get competitive pricing. Melissa suggested that the committee comes up with a recommendation to Exec Council.

Ashley makes a motion to for Exec Council to make a decision for us to decide on a venue or 2 for those hotels that they provided us with quotes.

Vanessa commented that they need to consider having it at a location like the Omni will decrease our breakfast counts because less people will be staying over and will come later in the morning and the same will go for our dinner counts because they will be leaving and not attending the networking events and dinner because they will be going home.

David said he likes what Josh suggested, that we reach out to memberships to poll them to find out why they haven't been attending – if it was locations, distance, cost, budgets, etc. Maybe we need to ask Membership what is the priority list for them to attend/ or not to attend Winter Conference. We have only asked if/why they have liked Foxwoods.

Ashley Dutton commented that we know we want a location change, but we don't know certain variables. Why collect all of this data, and then make a change to date and location. Maybe we take a year because we are already doing a survey for Strategic Plan, and wait to find out what the survey results are. Maybe this year, we just pick a location and go with it for this year, and then make a drastic change, (if that is the plan) after the strategic plan has had their surveys done, with the results back for what is their driving force for conference attendance.

Heather commented that we seem to all be in agreement that Foxwoods is out for this year. She asked if they go back out and not ask for a contract but go back to the locations and ask. Melissa said to take away Water's Edge because the vendors don't like the set up for them to stay at.

Heather asked that they go back with the 3 other locations – Ethan Allen in Danbury, Cromwell Marriot in Cromwell, and the Omni in New Haven.

Jill Stone asked if there were any dates that we had to have a decision and what is our final timeline.

Heather asked Kellie to go back to the 3 locations and get more information and additional quotes based on our concerns with food and rooms and how/if it would change the prices for what we have quoted.

Lisa said that she likes the budget for the Cromwell location and if we went with them, we might be able to hire entertainment for the evening event.

Melissa asked that the committee when presenting to us, that they rank them in order of what they think would be the best fit for us.

Heather made a motion to suspend the decision for our venue for next year's Winter Conference and asked the committee to continue getting prices for our location. Ashley Dutton seconded. All in favor, not abstentions, no no's.

### **Communications – Kelly Matera & Stacey Muslin**

We are a bit delayed with the website. They have agreed to take \$165 off since we need to pay Nelson for 1 more month, since they admitted that the issue was them not being able to go live by the time that we needed them to go live.

Changes and updates are still being made. KeyBridge has been very receptive to any changes and no push back to our questions or comments. They are building a great working relationship with them, and Kelly is confident that they will be able to help us quickly once we do go live with registrations and the site. They reached out to all of the committee chairs to have them look at all of their content to see if it is all there. They took more picture from Winter Conference to update photos so we don't have to use stock photos. Vanessa will send more to CAPFAA archives and Jen will send some from Fall Training.

Keeping the listserv as is until the website is up and functional. They plan to transition sometime in February once they know everything is working. All energy is getting the website to go up and live. Newsletter will also be delayed until website is live.

Heather thanked Kelly and Stacey for all of their work and dedication to this website project.

Lisa asked when they plan on testing PayPal – Kelly will go back to KeyBridge to ask.

### **State & Federal Relations – David Blackmon & Steve McDowell**

Shopping Sheet survey – maybe the end of the month. Draft underway for business card. They updated it with this year's info. Want to get it to State and Federal legislatures. Purpose of this is to get ourselves out there.

Vanessa asked if we are able to change language in our mission. They said they took the language straight off the website, and Heather asked Vanessa to take a look at the language on the website to see if the mission is the correct one.

Ashley said that using the surveys, pay attention to registration time, and not bombarding membership with too many things and surveys at once.

Josh – asked who they are planning on sending this to. – State education committee and elected state officials.

Jill – suggested that we explain what kind of a resource CAPFAA can be to them, so that they pay attention to this, and to us, and so they can understand how we can help them and they can help us.

The last thing Steve spoke about was the Capitol Hill visit. David can't attend, Alex can't attend and neither can Steve.

### **Constitution & Bylaws – Vanessa Richmond**

Nothing new with constitution and bylaws. Talking about archiving photos, would love help identifying some of the people in the old photos. Maybe use Annual Business meeting, or website, or listserv.

Maybe try to send them out a few different ways this way we can capture every area of the way people will view them.

Vanessa asked how she should proceed. Heather suggested that she start with the CAPFAA listserv and call it CAPFAA Throwback Thursday – CAPFAA Style.

Vanessa will do a quick tally to see how many photos we have and will let us know.

### **Strategic Plan – Jill Stone & Heather Hamilton**

Very successful – large group – it was a great slot. The data is being compiled right now. Now they are trying to reach all of those who are not engaged – meaning that they have not attended a CAPFAA event in the last year. What aspects of the current plan need to be moved in a policy or procedure?

Should we have a focus group of the executive council, how do we function as an organization? We can talk about mission, but can we talk about functioning as an organization – including committees. How are we functioning as an Executive council? Do we have a missing piece?

If we are doing this, we should do it all of the way. Having clear expectations outlined before meetings – knowing where their expectations end and then how exec council has to intervene.

Heather suggested that we do it anonymously – Jill suggested that in order to move forward we have to be honest and open. Vanessa said that we can do a survey anonymously first which could then be used going forward to have us use as an open discussion.

**Membership – Bill Mangini**

No formal report. His numbers do match with Lisa's. Has received a request this week to update some of the members. He was waiting to do this until the new website is up and running.

**Annual Business Meeting – Nicole Marquis**

Nothing to report.

**Mentoring – Jennifer Horner**

Not present, no report sent.

**Old Business**

Social Media site- Facebook. David was working on some policies and rules that need to be created.

David came up with a proposal that encompasses more than Facebook. (See attached.)

David was going to reach out to membership to see what the feedback is. Waiting to go live before he does this so they have something to view and give feedback on.

Jill Stone said that David is right – he needs to make our site a go-to site and having a presence on the social media vehicles make perfect sense.

Heather commented that she hoped for a policy on pictures and posts, and how the users can privatize themselves so the people who don't want to have the public see her.

Heather just wants our membership to be aware that if they are sharing information and it is your own opinion that we need to make it known to membership and have the guidelines clearly laid out so that our members can have them be able to have their personal preferences set. Also have a suggestion as well as a personal and professional Facebook and only use their professional when commenting on the CAPFAA site.

We need to set up certain guidelines and parameters so that our members know, even those that aren't on Facebook, that they have understanding and the knowledge to feel comfortable using.

David asked if he should do a disclosure. Josh suggested – How to effectively use CAPFAA's Facebook page, send out an email of tips and tricks and how to use the CAPFAA Facebook page.

David makes a motion to create a page on Linked in – mirror image of our webpage for CAPFAA to increase our professional appearance.

Josh seconds

Ashley asked if it would be a controlled page. David said, initially he won't do discussions, with a go live date in May. Gives him time to build. Feels important to have page and CAPFAA account so we have presence. David will set page up for LinkedIn.

Heather asks all in favor of creating shell for Linked in page for CAPFAA.

All approved – no no's – no abstentions.

**New Business**

**\*See Winter Conference Committee**

Meeting adjourned at 4:18