

KANSAS CITY SOCIETY OF ASSOCIATION EXECUTIVES

**Board of Directors
Monday, February 17, 2014
1:30 p.m.
Conference Call**

The KCSAE Board meeting was called to order by President Tiffany Shepherd, CAE. Present were President-Elect Keith Skillman, CAE; Treasurer Dana Greco, CAE; Secretary Melinda Farris, CAE; Directors Kerwin Brown, CAE; Trevor Mitchell, CAE; Crystal Roberts; Allied Director Rachel Ronan; and Executive Director Cynthia Edmunds.

Absent were Ex-Officio Denise DeJulio, and Past President Brian Van Norman, CAE.

Consent Agenda

Melinda Farris moved with a second from Dana Greco to accept the consent agenda which included the January 22, 2014 minutes and the January 2014 financial statements. Motion passed.

Strategy Planning

Innovations Task Force Report

Keith Skillman announced that all documents requested at the last board meeting have been developed. Skillman will send the documents via email to the board for comment. Skillman will contact Stacy Brungardt, CAE about potential Program Assessment Committee members.

Branding Task Force Report

Crystal Roberts reported Kate Smith will chair the Branding Task Force and Linda Secrist, CAE has agreed to serve. One more task force member will be identified by March 6. The board reviewed the RFPs submitted to create a new KCSAE logo. After discussion, Keith Skillman moved with a second from Kerwin Brown to contract with Plum Designs to develop a new KCSAE logo. Motion passed. The cost associated with the design will be \$1,500.

Website RFP Update

Trevor Mitchell will provide a sample RFP to the board by March 6, 2014.

Communications Plan Update

The board discussed the report from the Communications Committee. Cynthia Edmunds will contact Stacey Robinson to let her know the Emerging Professionals group no longer has a Facebook page, but they do have a LinkedIn page.

Membership Prospect Plan

No report.

Old Business

Board Prospect Calls

Cynthia Edmunds reported Lori Maher will attend the upcoming event, and Keith Skillman will greet her.

New Business

Nominating Committee Approval

Tiffany Shepherd announced the slate of candidates for the Nominating Committee to include Brian Van Norman, CAE, Chair, Nick Anista, Tarah Brown, Hannes Combest and Perry Crume. Rachel Ronan moved with a second from Crystal Roberts to accept the slate. Motion passed.

Nominations Process Meeting March 10

Dana Greco agreed to lead the roundtable discussion on March 10, 2014, 11:00 a.m. at the American Academy of Family Physicians.

Board Roundtable

No report.

Next Meeting

The next board meeting will be held on Thursday, March 6, 2014, 8:30 a.m. at the American Academy of Family Physicians.

Reported by Cynthia Edmunds, Executive Director