

## **KANSAS CITY SOCIETY OF ASSOCIATION EXECUTIVES**

**Board of Directors  
Tuesday, April 22, 2014  
3:00 p.m.**

### **American Institute of Architects Kansas City**

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 Trevor Mitchell, CAE; Crystal Roberts; Allied Director Rachel Ronan; and Executive Director Cynthia Edmunds. Kate Smith, Branding Task Force member attended as well.

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

#### **Consent Agenda**

After discussion, Trevor Mitchell moved with a second from Melinda Farris to accept the consent agenda which included the March 6, 2014 minutes and the March 2014 financial statements. Motion passed.

#### **Strategy Planning**

##### **Innovations Task Force Report**

Keith Skillman noted the innovation documents were updated. Skillman will seek out individuals to serve on the Program Assessment Committee by the end of May 2014. Trevor Mitchell will be the board liaison to the Program Assessment Committee. The board agreed the committee should assess KCSAE's Association Management 101 program.

##### **Branding Task Force Report**

Kate Smith reviewed the new logo designs with the board. After discussion, the board agreed on a specific logo with a couple of suggested variations. Smith will ask Plum Design to incorporate the suggestions and submit the new options for the board to review.

Cynthia Edmunds will get quotes from supplier members who sell promotional products for KCSAE pens and adhesive notepads to promote the new logo design. The board discussed the financial aspect of the purchase.

Crystal Roberts, Stacey Robinson, Tiffany Shepherd and Keith Skillman will meet to devise a plan to communicate and roll out the new logo.

##### **Website RFP Update**

Trevor Mitchell will provide a sample RFP to the board by the end of May 2014. Feedback from the member survey will drive the website RFP.

##### **Communications Plan Update**

The board reviewed the Communications Draft Plan developed by Stacey Robinson. Trevor Mitchell moved with a second from Keith Skillman to accept the plan. Cynthia Edmunds will contact Stacey Robinson to let her know the plan was approved and the board would like for the committee to begin work on the branding standards to include both visuals and brand message. The member survey should be consulted prior to completing the work.

##### **Membership Prospect Plan**

Cynthia Edmunds announced that the membership committee was contacting prospects and inviting them to attend upcoming KCSAE events.

#### **New Business**

##### **Member Survey Results**

The board reviewed the results of the survey. For the next board meeting, all board members agreed to come prepared to discuss their top five take-aways from the member survey. The board will review the strategy sketches and work force spreadsheet at the next board meeting to identify new areas of concentration.

#### **Board Roundtable**

No report.

**Next Meeting**

Cynthia Edmunds will send out a message to the board to check availability for the meeting.

Reported by Cynthia Edmunds, Executive Director