

KANSAS CITY SOCIETY OF ASSOCIATION EXECUTIVES

**Board of Directors
Tuesday, June 3, 2014
8:30 a.m.
ARMA International**

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; Past President Brian Van Norman, CAE (via phone); Directors Kerwin Brown, CAE; Trevor Mitchell, CAE; Crystal Roberts; Allied Director Rachel Ronan; and Executive Director Cynthia Edmunds.

Absent was Ex-Officio Denise DeJulio.

Consent Agenda

After discussion, Dana Greco moved with a second from Kerwin Brown to accept the consent agenda which included the April 22, 2014 minutes, committee reports and the May 2014 financial statements. Motion passed.

The board discussed the CEO Roundtable report which stated Laura Bourgeois would not be chairing the committee next year. Kerwin Brown agreed to chair the committee for 2014-2015.

Crystal Roberts reviewed the Emerging Professionals report with the board including requests from the committee to increase communications about events and encouraging staff members to attend. The board agrees the committee should establish measurable goals for the group to identify success.

Strategy Planning

Innovations Task Force Report

Keith Skillman announced Kent Van Amberg, CAE, Jay Donahue, CAE and Lyne Tumlinson, CAE agreed to serve on the Program Assessment Committee.

Branding Task Force Report

The board discussed the annual meeting format. Cynthia Edmunds, Liz Icenogle, Trevor Mitchell, Stacey Robinson and Tiffany Shepherd will meet to discuss the annual meeting and the promotional plan for the new logo on June 4, 2014.

Website RFP Update

Trevor Mitchell noted that no proposals have been received yet. Mitchell will make some changes to the RFP and will send it out again with a new deadline of June 13.

Communications Plan Update

No report.

Membership Prospect Plan

No report.

New Business

Strategic Planning for 2014-2015

The board discussed the successes for the year, ideas for moving forward and the member survey. Board members are to send strategic planning ideas to Trevor Mitchell by close of business on Friday, June 6. Mitchell will combine all of the information for the purposes of a continued discussion in July.

Board Roundtable

No report.

Next Meeting

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

Reported by Cynthia Edmunds, Executive Director