

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

### **Board of Directors Tuesday, August 19, 2014 10:00 a.m. American Academy of Family Physicians**

The KCSAE Board meeting was called to order by President Tiffany Shepherd, CAE. Present were Treasurer Dana Greco, CAE; Secretary Melinda Farris, CAE; President-Elect Keith Skillman, CAE; Directors Kerwin Brown, CAE; Trevor Mitchell, CAE; Crystal Roberts; Allied Director Rachel Ronan; and Executive Director Cynthia Edmunds. Incoming board members, Callie Castro, CAE, Traci Nolte, CAE and Linda Secrist, CAE, CPA attended as well.

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

#### **Consent Agenda**

After discussion, Trevor Mitchell moved with a second from Crystal Roberts to accept the consent agenda which included the July 25, 2014 minutes, the July 2014 financial statements and the year-end committee reports. Motion passed.

#### **New Business**

##### **2014-2015 Budget Proposal**

Cynthia Edmunds reviewed the budget proposal submitted by the Budget and Finance Committee. All agreed the line item title "Young Professionals" should be changed to "Emerging Professionals." The website development expenses will come from reserves, but will show on the year-end income statement. Kerwin Brown moved with a second from Melinda Farris to accept the amended budget proposal. Motion passed.

##### **2014-2015 Board Meeting Dates**

The board reviewed the board meeting dates for 2014-2015. The next board meeting will be on September 23, 2014, 3:00 p.m. at the American Institute of Architects Kansas City.

##### **Board Member Expectations**

Keith Skillman provided an overview of board expectations for the year. Skillman encouraged board members to participate, think strategically and engage in debate during board meetings, but stand united outside of board meetings.

##### **Allied Director Position**

Rachel Ronan announced she will be moving outside of the Kansas City area in the next month or two. Ronan will not be able to fulfill her role as KCSAE Allied Director for the year. The board will discuss this position opening at the next board meeting.

#### **Strategy Planning Updates**

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

Keith Skillman reported he was looking for at least one more member to join the Program Assessment Committee. Ideally, the committee would have five members.

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

Crystal Roberts reported after the logo is revealed at the annual meeting, the task force will focus all of its efforts on developing the new KCSAE website.

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

Trevor Mitchell reported the contract with Revisin was signed. The task force will meet on August 21 to begin the process of mapping out the navigation of the website. The plan is to have a homepage template to display at the annual meeting. All board members agreed there needed to be user testing prior to launching. Testing should include members from both the Emerging Professionals and CEO groups. When complete, the task force will present the website design to the board of directors.

##### **Strategy Planning 2014-2015**

Trevor Mitchell reviewed the documents he prepared regarding the strategy plan for 2014-2015. The board discussed a few items and Mitchell will make some updates to the documents. Callie Castro, Melinda Farris and Traci Nolte agreed to proof and edit the documents.

### **Board Roundtable**

- The board expressed a sincere thank you to Kerwin Brown, Dana Greco and Brian Van Norman for their board service.
- Each board member agreed to bring two wine bottles to the annual meeting for the silent auction.
- The board agreed volunteers should be recognized at the annual meeting.
- The board thanked Tiffany Shepherd for her service as KCSAE President.
- The board agreed the process of succession planning should be started early.
- The Program Assessment Committee may want to consider assessing the KCSAE Mentoring Program.

### **Next Meeting**

The next board meeting will be on September 23, 2014, 3:00 p.m. at the American Institute of Architects Kansas City.

Reported by Cynthia Edmunds, Executive Director