



## **BOARD OF DIRECTORS MEETING**

February 19, 2009

Attendees: President Stephen J. (Steve) Mastro; Secretary Debra A. (Deb) Bourbeau; Member-at-Large Barbara Pepper; Treasurer Reva Tisdale; President Elect Joyce Doakes Smith; Member-at-Large Deborah J. (Debbie) Smith

Absent: Past President Gregory D. (Greg) Hyland

Florida Society Members: Fred Levinson, Jerry McCarthy, Cassandra Johnson, Colleen Scott, Greg Holcomb

The teleconference was convened by President Steve Mastro at 5:30 P.M. Eastern Standard Time. Introductions were made on behalf of the Florida Society Members and the AACPM Board Members.

Jerry McCarthy voiced concerns regarding the Professional Development Conference in Orlando Florida and the Florida Society's financial commitment. Jerry explained that the Florida Society is only able to contribute \$4,000.00 towards the Professional Development Conference in Orlando this September.

A survey that was sent out from the Florida Society to Academy Members was completed and the analysis was provided to the Academy Board. The current economic and government issues are across the country, which include out of state travel expenditures. Jerry wants to ensure that the conference is a successful one.

Fred Levinson appreciates the conference call and feels the numbers are no longer near where they need to be for the event. Fred would like to see the Academy take the financial burden and they will provide the \$4,000.00 to the Academy for financial support. A concern is that the numbers are not where they need to be. Florida is willing to accept the numbers of 109 as indicated in Steve Mastro's email.

The Florida Society wants to move forward and participate in any way possible. But they do not want to take on any financial responsibility beyond the \$4,000.00.

Steve Mastro explained that the survey does not provide a clear picture with only seven Societies responding. In the past, we have had as many as 110 conference attendees as a worse case scenario. Mastro continued to explain that items are currently being negotiated with the hotel. An example is the cost for a room night has been reduced from \$153.00 to \$135.00. The cost of food will also be discussed with the hotel in hope that the financial amount can also be reduced.

Cassandra Johnson asked what the main concern regarding the holding of the conference. Colleen Scott explained the budget factors for rooms and attendees currently indicate a loss. Steve Mastro explained that the negotiations are still on going with the hotel and that we can make our room block with the projected numbers of 109 attendees. The hotel has not lowered the food costs and that could be a challenge to meet. We do not know how big of a challenge this is without an updated budget from the Florida Conference Team.

Steve Mastro raised the question “Are we not in this together?” The Florida Society and the Academy Board signed the Hotel Contract as a joint team effort. Steve asked if the Florida Society is looking to re-negotiate the conference.

Greg Holcomb said that the Florida Society is willing to provide any conference profit to the Academy if the event is profitable.

Jerry McCarthy informed the group that the hotel did inform the conference team chair, Joanne Robertson, that the hotel would honor the contract if the conference dates would like to be moved into the future. This may be another alternative to review due to the current economic issues throughout the country.

Steve Mastro mentioned thinking outside the box and opening the conference to other attendees and groups of professionals.

Fred Levinson reiterated that he would like the Academy to take ownership of the conference. Fred asked the Academy Board if they were ready to make a decision based on the information discussed during the call.

Academy Board Members; Debbie Smith, Joyce Smith, Deb Bourbeau, and Reva Tisdale all stated they were not comfortable at this time to make a decision. Debbie Smith indicated she would like to continue the discussion off line with the Academy Board Members, as we're not in a good place to make a decision at this time.

Steve Mastro asked Fred Levinson what he meant by support on the ground. Jerry McCarthy explained that all members on the Committee and the Florida Board would recruit and make sure the conference would be successful. They would make it the best possible conference, but they are worried about the financial figures at this time.

Steve Mastro asked if we would be able to contact the Florida Conference Team Members for additional information if questions arose. Jerry McCarthy said that would not be an issue for the Board Members to contact the Florida Conference Team.

Fred Levinson explained according to the SOP, the information was sent to the Board seven months in advance, one month earlier than required. The Academy Board has had time to review the information and should be ready to make a decision tonight on the conference.

Steve asked if the Academy Board Members were willing to move forward, Florida would provide the Academy with \$4,000.00 and move the money into the Academy Conference Account. Colleen Scott shared that the \$4,000.00 would be made in two installment payments. Steve wants to make sure that the Florida Society is behind our decision and this in no way relates to a trust issue regarding the \$4,000.00

Fred Levinson repeated that he was surprised that the Board is not ready to move forward with a decision as this issue has been discussed with Academy Board Members over the past few weeks. Tonight's call was to review that information and move forward with a decision. He asked again, why the Board is not ready to make a decision.

Jerry McCarthy asked when the Board would be ready to make a decision on the conference. Steve Mastro said the Board would have a decision within seven days and will respond to Jerry with the Board's decision. Steve asked Jerry to email him with the Florida Society's proposal and recommendations. This would ensure that there would be no confusion and the information would be in writing for the Academy Board to review. Jerry said he would send that information to Steve for Board review.

Fred Levinson stated that the Florida Society is not recommending canceling the conference. With the number of projected attendees based on the Academy's calculations of 109, the Academy should take financial responsibility of the event. If not, we need to rescope the event or other options. Florida cannot incur more than a \$4,000.00 expenditure for this event.

Greg Holcomb asked the question "If the Academy is not willing to take on the financial responsibility, then what do we do with the conference?"

Fred Levinson asked what the Academy could afford to lose without bankrupting the Academy. Steve explained the Academy has \$10,000.00 in reserve funds from past conferences that have made a profit, however the Academy also does not want the conference to not be a successful one financially. Fred asked "How much money the Academy would have if they did not pay to send the Academy Board Members to the National Conference?" This additional amount of money could be used towards the conference funding.

Steve Mastro explained the Academy budget is a line item budget and there is an amount set aside for Board Member Travel.

Joyce Smith asked who signed the hotel contract on behalf of the Florida Society? No one was sure at this time who signed the contract on behalf of the Florida Society. A copy of the contract is being reviewed and the question will be answered in a future update.

Joyce asked the Florida Board Members how many of them would attend if their agencies did not pay for their registration fee? Jerry McCarthy would be in attendance, as the Florida Society would pay for his registration fee. Fred and Cassandra said they would not attend. Greg said he would attend. Colleen said she would attend for one day.

Joyce's final question was regarding the conference break out sessions and how the sessions could be planned to entice other organizations and individuals to attend.

Fred Levinson stated that the numbers dictate that the conference should go on with the 109 estimated registrants and once again, the Board should be ready to make a decision tonight. Steve explained that we need seven days to work out the issues and meet with the Board. If a vote is required by the House of Delegates, that would take additional time. Steve believes it is in our best interest to move forward with the conference and look for new opportunities to bring in new people.

Cassandra said she understands what Steve is saying and that it does seem like the burden is being put on the AACPM. Cassandra asked how the Florida Society feels about asking their Chapters about contributing money towards the conference to make it happen. What about asking other State Societies as well? This is all our conference. Cassandra would like to think about more ways to make the conference happen and make it a successful conference. "We're all here on the same team and do what we need to do."

Deb Bourbeau complimented Cassandra on her positive attitude and thinking outside of the box. Deb does not want to throw in the towel and cancel the conference without review of the facts. Deb felt that the conference call was on a negative tone up until this point and was glad to hear some ideas and ways to make this conference successful and to continue with holding the event in Orlando this September.

Jerry McCarthy and Steve Mastro will be the contacts for the discussions regarding the conference. There are three questions on the table at this time; (1) Do we postpone the Conference? (2) Do we cancel the Conference? (3) Do we move forward with the conference in a new paradigm?

The Annual Board Meeting adjourned at 6:30 PM (EST).

For Distribution:  
Original Signature on File  
Respectfully submitted by:

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Debra A. Bourbeau, CPM  
Secretary, AACPM

For Distribution:  
Original Signature on File  
Respectfully submitted by:

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Stephen J. Mastro, CPM  
President, AACPM