

MINUTES

CASE-Kentucky Board of Directors Meeting March 22, 2002 Executive West, Louisville, Kentucky

MEMBERS PRESENT: John Paul Blair, John Chamberlain, Bob Edwards, Jason Scott Embry, Marci Hicks, Donna O'Donnell, Michele Ripley, Terri Schierberg, Peter Seely, Donald Smith, Andy Wilson, and Heather Worland.

MEMBERS ABSENT: Tim Burcham, Leigh Perry, Rick Meyers, and Shelley Rhodus.

- I. **Welcome:** President Donald Smith welcomed CASE-Kentucky board members to the meeting. Donna O'Donnell was introduced as a new ex-officio member representing the Advancement Services Conference Committee.
- II. **Minutes:** A. Wilson moved to accept the minutes as written with no changes, second by J. Chamberlain. Minutes approved.
- III. **Treasurer's Report:** B. Edwards reported that he and R. Meyers are in the process of transition of records. B. Edwards submitted the current treasurer's report for CASE-Kentucky showing a checking account balance of \$12,213.51 and investment balance of \$5,005.07. The total cash-on-hand balance is \$17,213.51. A discussion regarding the conference balance sheet was held with D. Smith reporting that the December 2001 conference was a break-even event. B. Edwards did not present a separate statement for conference income and expenditures but will provide one for the conference committee and board. B. Edwards agreed to forward a conference statement to M. Ripley, conference chair. J.P. Blair noted that the board of directors should continue to look at areas where the organization should commit resources. The treasurer's report was approved and filed.
- IV. **Committee Reports:**
 - A. **Conference Committee:** M. Ripley, 2002 conference chair, reported that the first meeting of the conference committee was held prior to the Board of Directors meeting. Ripley stated that approximately half of the members were conference veterans while the second half were new volunteers. The group did not discuss any significant changes to the program, with the exception of expanding the session offerings to include Advancement Services. The new track is for professionals involving database management, research, etc. Two seasoned professionals are working to enhance programming for senior advancement members and the group decided to keep a social event in the schedule. Ripley reported that

189 attended the 2001 conference in Lexington and her committee hopes to match or increase attendance from the previous year. The Executive Inn West will be the location for the conference and has offered competitive rates. The board decided to keep the conference registration fee at \$90 following a discussion that included considerations for reduced rates offered in 2002 by the Executive Inn West. A discussion by board members then commenced regarding the quality of the Louisville location and its possible affect on attendance, and future operating costs for the 2003 conference to be held in Lexington. Concerns were raised regarding the organization's current treasury balance and the possibility of reducing registration cost for 2002 conference. The board concluded that because the 2003 conference will be held in Lexington at the Embassy Suites with operating costs attached that are significantly higher than the Louisville location, keeping the fee stable is prudent in this situation. D. Smith reported that a low number of conference attendees responded to the evaluation question regarding the inclusion of a Northern Kentucky location in the conference rotation. After a lengthy discussion, the board decided to survey the organization's membership again with more focused questions and answer options. P. Seely remarked that independent schools are more likely to attend a conference that is local. M. Ripley inquired if the board had researched the rate of repetitive conference attendees versus newcomers each year. No formal data has been collected but J.P. Blair suggested that approximately 50 % of attendees were repeats while 30 to 40 attendees were newcomers with the remainder made up of speakers and inconsistent attendees. D. Smith presented to the board information regarding the Embassy Suites contract offer for the 2003 conference. Room rates will remain at \$99 per night and conference fees will remain approximately the same as 2001. T. Schierberg moved to accept the contract offered by Embassy Suites for the CASE-Kentucky 2003 Conference, J.P. Blair seconded, motion approved.

- B. Advancement Services Conference:** D. O'Donnell reported that the planning committee recently met at the UK Faculty Club and confirmed the conference date of August 9 at the Kentucky Horse Park. The committee has plans well underway and the brochure is under development. Targeted brochure mail date is June 10 with a registration date of July 19. J.P. Blair asked that board members encourage their support staff to attend. Blair added that the committee should send letters to Vice President's of Advancement encouraging support staff attendance.
- C. ASAP Conference:** With reference to the December Board of Directors meeting, M. Hicks reminded board members that an ex-officio liaison to the board from this group should be considered. In order to make the appointment official, a change in the by-laws must

occur. J.P. Blair moved that an amendment to the Case-Kentucky Board of Directors by-laws be presented to the annual membership meeting for approval of an ex-officio position on the board to represent the ASAP conference. Second by Jason Scott Embry. Motion passed.

- D. Marketing Committee:** Terri is receiving information electronically to produce the CASE Capsule. A discussion was held regarding the distribution of the Capsule. Additionally, a discussion was held regarding publicity for the website in order to move members in the direction to use the site. Blue Grass Mailing Services has the capability to send broad emails to the database and has offered a "quid pro quo" agreement with CASE-Kentucky. After a lengthy discussion involving security and privacy issues for members, Jason Scott Embry moved to proceed with Blue Grass Mailing as a vendor on a quid pro quo basis to send five emails over the period of one year to the database without giving an address list to Blue Grass Mailing. Second by Michelle Ripley. Motion passed. Further concerns regarding the maintenance of the new website were discussed by the board. No decisions were made regarding this effort.
- E. Membership Committee:** Membership in CASE national is not required for membership in CASE-Kentucky. No membership fees are paid for involvement in the state organization; all are welcome to participate. Continuous refinement of the database is necessary.
- F. Awards Committee:** No report.

V. Unfinished Business

- A. Bylaw Change for ASAP Conference Liaison:** See Section IV/C for details.

VI. New Business

- A. Terms of Officers:** Current terms of officers are two years in length. Therefore, the person nominated and elected for President-Elect will serve a total of six years as the by-laws are written. (President-Elect: 2 year term; President: 2 year term; Past President: 2 year term) A suggestion was made to reduce the terms to one year giving more opportunities for members in the organization to hold leadership positions. After a discussion regarding the pro's and con's of a change in term length, Andy Wilson moved to amend Bylaw VI changing the term length from two years to one year. Second by Peter Seely. Motion passed. The bylaw amendment will be presented to the annual membership meeting for final adoption. If approved the change will take effect at the 2002 Conference.

VII. Announcements

- A. **Meeting Dates:** June 7, Murray; Sept. 13, Bardstown; Dec. 11, Conference, Louisville.
- B. **Congratulations:** Michelle Ripley and Jason Scott Embry have been named to Leadership Kentucky.

Meeting Adjourned at 3:00 PM.