

MINUTES

CASE Kentucky Board of Directors Meeting June 7, 2002 Talbot Tavern, Bardstown, Kentucky

MEMBERS PRESENT: John Paul Blair, Tim Burcham, John Chamberlain, Jason Scott Embry, Marci Hicks, Rick Meyers, Donna O'Donnell, Michele Ripley, Terri Schierberg, Donald Smith, Andy Wilson, Heather Worland.

MEMBERS ABSENT: Bob Edwards, Leigh Perry, Shelley Rhodus, Peter Seely.

- I. **Welcome:** President Donald Smith called to order the July Board Meeting at 1:15 PM. Smith welcomed all board members to the meeting.
- II. **Minutes:** Minutes from the March 22, 2002 Board meeting were approved as written.
- III. **Treasurer's Report:** Rick Meyers submitted the current treasurer's report for CASE Kentucky showing a checking account balance of \$12,143.85 and an investment balance of \$5,012.66. The total cash-on-hand balance is \$17,156.51. Additionally, Meyers submitted a treasurer's report for the 2001 Annual Conference. Both reports were approved as written and filed. A discussion on the possibility of moving the investment portion of the board's cash-on-hand occurred. The board agreed to create an Investment Committee to review our options and bring possible options to the board in September. The committee members are Rick Meyers, Bob Edwards, and Tim Burcham.

IV. Committee Reports

- A. **Conference Committee:** The Annual Conference Planning Committee met prior to the CASE Kentucky Board meeting on June 7. The group discussed the potential cost savings of the 2002 conference over the 2001 conference. While Louisville attendance is typically lower than Lexington, we should see a significant cost savings and the committee is hopeful that the budget will remain in good shape. The committee requested that an increase in expenditures for speakers' fees be increased to \$6,250. A discussion was held on the model of the special event for the conference. All agreed that a social hour be held at the hotel with an effort to coordinate dinners on the town for conference attendees. Session topics were highlighted for each division. The group decided to ask Bill Samuels, Jr. to be the keynote speaker for the opening session. A target date of mid-September was set to mail brochures, requiring an August 1 deadline for Teresa Arnold to receive copy from each committee member.

- B. **Advancement Services Conference Committee:** Donna O'Donnell announced that brochures for conference registration are due out June 10. The conference location is the Kentucky Horse Park on August 9, 2002. Featured speakers include Doug Bruce, Dr. Mike Nichols, and Wendy Warmill. Please encourage your advancement staff to attend.
- C. **ASAP Conference:** Laura Suiter with Western Kentucky University will coordinate this event. The conference will be held at Western on November 2. The committee will begin planning for the conference in July.
- D. **Marketing Committee:** Terri Schierberg announced that the next issue of CASE Capsule is due. If anyone has information for the publication, please give copy to Terri by June 30. A discussion was held regarding distribution, online only or combination of online and print...for the final time. An August mail date is expected. Additionally, the committee discussed the website for CASE Kentucky. The website is in need of substantial content. The board discussed how information is placed on the site. T. Schierberg will be responsible for getting the Capsule on the site and the board agreed to contact PR offices on campus to add Terri's email address to their press release list to receive news regarding major gifts to institutions. Additionally, surveys to institutions regarding a multitude of information should be administered with the base information placed on the web for institutions to use as an additional resource. Conference information should be on the web. Michele Ripley is responsible for the Annual Conference. Donna O'Donnell will provide information on the Advancement Services Conference while Laura Suiter will supply copy for the ASAP Conference. Additional subjects discussed for the website include CASE Kentucky Awards, Job Opportunities, board history and purpose, and biographical sketches on past Beth K. Fields award recipients. Blue Grass Mailing Services has signed a confidentiality agreement and will provide web announcements to our membership list. John Chamberlain will work with Blue Grass Mailing Services to schedule announcements. Subjects will include: Awards, Website, Conference and possibly the scholarship program. The board agreed that someone must act as the Webmaster and provide responses to emails.
- E. **Membership Committee:** Database maintenance is an on-going project. Currently the database is maintained out of Donald's office. The board discussed additional services CASE Kentucky should consider for its membership. John Chamberlain asked the board to consider a minority scholarship. After a lengthy discussion including the cost of such scholarships and the possibility of a student internship/scholarship, the board agreed that John put together a resolution to bring to the September meeting regarding a minority

scholarship program. Additionally, the board suggested that information regarding a scholarship/internship be included in the ASAP Conference information. The group came to a consensus regarding the need for a student scholarship program. Jason Scott Embry will bring forth a resolution including a scholarship/internship for ASAP members to the September meeting. The membership committee will bring forth two bylaw revisions to the annual meeting in December.

F. **Awards Committee:** The call for award entries will be mailed by mid-September.

V. Unfinished Business

None

VI. New Business

- A. AFP/Northern Kentucky has asked to mail information regarding a conference to the CASE Kentucky list.
- B. CASE Indiana wants to attend the CASE Kentucky conference. Donald will invite them to the Annual Conference in Louisville.

VII. Announcements

- A. **Meeting Dates:** September 13-14, Murray; December 11, Conference, Louisville

Meeting Adjourned at 3:00 PM