

## MINUTES

CASE Kentucky Board of Directors Meeting  
DATE: December 10, 2003  
Where: Metropol, Lexington

*Revised*

### MEMBERS

#### Present

Carol Beirne  
John Chamberlain  
Bob Edwards  
Jason Scott Embry  
Marci Hicks  
Rick Meyers  
Leigh Perry  
Shelley Rhodus

Michele Ripley  
Terri Schierberg  
Donald Smith  
Jeanine Triplett  
Andy Wilson  
Heather Worland  
**Absent**  
Tim Burcham

- I. **Welcome:** President Michele Ripley called to order the December Meeting at 7:47 PM.
- II. **Minutes:** Motion to approve minutes of the 9/12/03 Board Meeting with changes (Shelley Rhodus was present) was made by Heather Worland, 2<sup>nd</sup> by Andy Wilson. Motion carried.
- III. **Treasurer's Report:** Bob Edwards, Treasurer, submitted the current report for CASE Kentucky, showing a checking account balance of \$13,610.31 and an investment balance of \$5,053.23, for a total cash-on-hand balance of \$18,663.54. The report was approved and filed.
- IV. **Committee Reports:**
  - A. **Conferences:**
    1. 2003 Annual Conference:
      - a. Registration, including speakers is a record 226, up from 206 and 188 (last time in Lexington.)
    2. ASAP Conference:
      - a. 20-25 people attended on November 15<sup>th</sup>, from EKU, NKU, Midway and spent 2 ½ hours at Joe Bologna's swapping ideas. Well attended, positive response.
    3. 2004 Annual Conference:
      - a. Cincinnati Airport Marriott
      - b. December 9 & 10, 2004
      - c. See website: [www.caseky.org](http://www.caseky.org)
  - B. **Marketing:**
    1. **Website:**
      - a. Andy Wilson is doing a great job with postings and is handling all changes to content. He will do new releases, grants, gifts and higher ed news. All content changes including lists of Beth K Fields past recipients and Past Presidents will go through Andy.
      - b. Template, structure, design, and graphics are all going through VIS. VIS can email web contact info for \$75. Interactive forms are \$75-\$100 each.

**2. E-marketing:**

- a. One more email to use after conference from Blue Grass.  
Suggested to email evaluation to all conference participants.

**C. Awards:**

1. Beth K Fields nominee is Terry Mobley, UK.

**V. Old Business:**

**VI. New Business:**

- A. Webmaster position is new and replaces the CASE Capsule ex-officio position. We need to re-name it and fill the position.
- B. Slate: Approved as presented, Jason Scott Embry made the motion, Shelley Rhodus, made the 2<sup>nd</sup> and it passed unanimously.
  1. President: Marci Hicks, Director of Major Gifts, UK
  2. President-Elect: Bob Edwards, AVP for University Relations, WKU
  3. Secretary: John Chamberlain, Spec. Asst. for Adv. & Mktg Rel. UofL
  4. Treasurer: Andy Wilson, Dir. of Corp. and Fnd. Relations, NKU
- C. Motion to elect Dan Hans from St. Xavier High School to fill Jason Scott Embrey's unexpired term made by Jason and 2<sup>nd</sup> by Bob Edwards. Motion carried.

**VII. Announcements:**

- A. Materials distributed: New Board of Directors list
- B. Meetings scheduled:
  1. April 16, 2004; University Club, Louisville
  2. June 25, 2004; Cincinnati Marriott
  3. September 10; WKU
  4. December 8; Cincinnati Marriott.

From Tim Burcham:

Leigh, thanks for showing me in attendance at the last meeting, but in reality I was not. As much as I hate to be shown as such, please show me as ABSENT. Regrettably I will not be able to attend this Friday's meeting either.

From Jeanine Triplett

Hi Leigh. I won't be at the board meeting since this is the same day as the "They're off" luncheon for the Kentucky Derby Festival and I'm on the Festival Board. Also, I won't be able to attend the June meeting since I have a cruise booked already. So, is there a time that maybe we can connect in late May/early June to go over the awards. Will you be in Louisville again, or is there somewhere I can meet you halfway?