**Minutes**

Business Meeting

Of the National Costumers Association

New Orleans, LA

January 18, 2020

**Call to Order** – Marion Bradley called the meeting to order at 6:28

**President’s Welcome** – Bradley thanked everyone for coming and thanked our Gold and Platinum Vendor Members for their support – West Bay, Halco and Sunnywood (Gold) and Rubies, Forum and Smiffy’s (Platinum).

**Introduction of New Executive Director** – Bradley introduced Ed Avis. Avis spoke about the fact that he and his wife, Kathy Furore, are honored and excited about taking over administration of the NCA. Avis said he feels there is a lot of interesting, innovating things going on in the costume industry, and he wants to help raise the NCA’s profile in that industry.

**Approval of Minutes from Previous Meeting** – Avis explained that these minutes do not exist, and that if anyone wants to discuss that situation, they can contact him.

**In Memoriam** – Terri Greenberg expressed the NCA’s condolences to the families of Herb Easley, an NCA past president and owner of Easley’s Fun Shop; Lyn Flaharty, wife of board member Gene Flaharty of Mehron; and Betti Mitcheltree, one of the family members that owns Arlene’s Costumes.

**Membership Report** – Ed Avis reported that the association has 136 active Buyer members and 88 recently lapsed members; and 30 active vendor members and 25 recently lapsed members. He said he thinks many of the lapsed members will renew.

**Financial Report** – Louella Torrence – Avis delivered the financial report because Louella was not at the meeting. He reported: “The association lost nearly $19,000 in 2019, compared to a loss of $14,500 in 2018. The numbers show that our loss was primarily because income did not meet expectations – we brought in $74,000 instead of the budgeted $109,000. We did cut expenses in order to make up some of that – total expenses were $92,000 instead of the budgeted $108,000. Our 2020 budget predicts that we’ll right the ship. Our expenses will drop some more to $78,000; and income is predicted to rise to $78,000 (even though 2020 is not a convention year). We expect the increase to come from more Buyer dues income and more web advertising income. This may be optimistic, especially the increase in dues income, but I have ideas to increase the exposure of the association and, consequently, increase income.”

**Reports of Committees**

- Buyers Group – Avis reported that when he and Kathy Furore, his wife, took over administration in late November, they began contacting vendors to try to get them to send in updated Buyer’s Group forms. Ultimately they got 29, compared to 22 the previous year.

- Communications/Costumer/Web Report – Avis explained that he and Furore are journalists, and believe that making the NCA website more news oriented is important to raise the profile of the organization. This will also attract more traffic to the website and please vendor members who are advertising on the website. He explained that overall, increasing the quality of the information coming from the NCA will help the organization, attract members, and help the industry as a whole. He also explained that the NCA is launching a series of webinars – four in 2020 – and virtual roundtables, which are online forums in which members can meet other members and discuss whatever issues they want.

**Introduction of Honored Guests** – Linda Foat introduced Jane Powell, a former NCA treasurer; and Terri Greenberg, a former NCA president and Harrelson Award winner. Linda Adams Foat herself was also recognized as a former past president.

**Nominations/Elections** – Foat asked for someone to move to nominate Louella Torrence as board member and treasurer; Greenberg so moved and Desiree Volz seconded. Torrence was elected by acclamation.

**Old Business** - none

**New Business** - none

**Adjournment** - Greenberg moved that the meeting be adjourned and Desiree Volz seconded.