**National Costumers Association**

**2018 Annual Business Meeting Minutes**

**New Orleans, LA**

**January 13, 2018**

**Call To Order**

The meeting was called to order by NCA President Marion Bradley.

**President’s Welcome**

Marion thanked everyone for coming. She recognized our Hospitality sponsors for providing the food and drinks. The sponsors are: Rubies, Forum Novelties, Disguise, Performance Studios, HALCO, Sunnywood, West Bay, Smiffys and Alexanders.

**Introduction of Honored Guests**

Director Linda Adams – Foat recognized Harrelson Recipients Gary Broadrick and Glenn Alexander. The following were also recognized for being Past President’s: Gary Broadrick, Janie Westendorf, and Linda Adams- Foat. Although they were not in attendance the following were recognized for being honorary life members: Patricia Coppock, Ron Ede, Debbie Swander, Barbara Moore, Daniel Pugh, Joe Stevens, Judy Smith, and Sylviane Sydney-Kitchen.

**In Memoriam**

Linda noted that each Annual Meeting the NCA recognizes members who have past. Since the July board meeting the NCA has lost: Sylvia Luckman, Phil Morris, and Al Pocock.

**Approval of July 2017 Minutes**

Julie Gump motioned to approve the 2017 July Annual Business Meeting minutes, Merlyn Foat second, unanimously approved.

**Financial Report**

Jane Powell reported that the NCA’s current assets are $90,027.18. The actual net income was at a loss (-$9,184.99) vs the budgeted income of $2,888. The reason for this is that there was a loss on the conference, due to low attendance. Membership is also down. The board is working on ways to get membership back up. If anyone has any questions they can email Jane Powell at costumesetcatl@gmail.com.

**Proposed Bylaws**

Linda reviewed the proposed bylaws changes: The Board shall have the authority: To adjust the membership categories as necessary; To conduct business electronically. The Annual Business Meeting may be held electronically. Linda explained that requiring the board meetings to be in person does require the NCA to put in quite a bit of money.

**Nominations Committee**

Linda introduced the slate of candidates. Terri Greenberg, Louella Torrence, and Pam Markel for Directors. There were no nominations from the floor. A motion was made by Merlyn Foat to accept the slate of candidates, Janie Westendorf second, unamiously approved.

**Buyers Group**

Marion noted that there are: 4 Platinum Level Members, 4 Gold Members, and 28 Silver members. Gary Broadrick asked the membership to encourage the vendors they buy from that are not current NCA members to join. He also noted that Rubies discount has changed. You need to speak with your Rubies rep. for the details.

**Social Media Report**

Allie Colgan gave an overview of the National Costumers Association socials current numbers (720 likes on Facebook, 122 followers on Twitter, 95 Followers on Instagram, and 32 followers on Pinterest). The NCA is focusing mainly on growing Facebook, Twitter, and Instagram. The NCA is working on a new consumer initiative called It’s More Fun In Costume. Every post will link back to the NCA ‘Locate A Shop’. We are asking our members to send us information about their store so that we can spotlight them on social media. Allie reviewed the 12 month Google Analytic report. 76% of new website visits were from social posts and Google search results.

**Publications Report**

This year’s featured stories have included:Prom dresses/tuxedos, Halloween strategies, Pet costumes, Inventory management, Day of the Dead costumes, Boosting holiday sales, Profiting from hats, Improving your window displays. Advertising has increased for the magazine.

Membership Roster costs have decreased. The magazine has also profiled four member shops and the Platinum level sponsors, published the Buyers’ Group directory in two issues, written about dozens of new products in Product Parade, and highlighted four favorite costumes of members’ in My Favorite Costume.

**Vote On Bylaws Changes**

Terri Greenberg motioned to accept the proposed bylaws changes, Janie second, unanimously approved.

**Vote On New Board**

It was motioned to vote the Directors into office, Merlyn Foat second, unanimously approved.

**Old Business**

No Report

**New Business**

* **2018 Strategic Plan**

Allie reviewed the strategic plan.

* **2019 NCA Conference**

The conference is going tentatively going to be held in Kansas City, MO. If you are interested in hosting contact Gene Flaharty at gene@costumers.org. It was asked why the conference is going to be in KC without a host. Linda said that the board would be the host which has been done in the past. Gene has connections in the area.

* **New Website**

The new website launched in December. You can edit your organization’s information without contacting the office. Automatic renewals notifications go out. There is a new membership directory. Allie explained the social community feature of the website. One great new tool is called a Community Forum. You may have seen Betsy Ross’s message about looking for a costume. It is an easy way to communicate with other members. Another example where you would use the forum would be for Spring Fling. The new website tools will help keep members engaged.

**Acknowledgements**

**Adjourn**

Merlyn Foat motioned to adjourn the meeting, Julie Gump second, unanimously approved to adjourn the meeting.