



**Board of Directors Meeting
Of the National Costumers Association**
Hotel Preston
Nashville, TN
September 8-9, 2017

Attendance: Karen Grizzard, Pam Markel, Linda Adams-Foat, Louella Torrence, Terri Greenberg, Gene Flaharty, Janine Caulfield, Marion Bradley, Dwayne Ibsen

The meeting was called to order at 9:08am by President, Marion Bradley.

President's Remarks

Marion requested a moment of silence for everyone to reflect on what you are here for and to do the best possible job for the NCA.

It was moved, seconded and approved to change the order of the agenda as necessary to accommodate the business of the association.

Approval of Minutes

- It was moved, seconded and approved to accept the February 17-18, 2017 minutes as submitted.
- It was moved, seconded and approved to accept the July 23, 2017 minutes with the correction to the spelling of Terri's name.

Finance Report

It was moved, seconded and approved to file the treasurers report as submitted.

Jane gave some feedback about the budget. She is suggesting creating the roster digitally and not a hard copy printing. She also suggested the magazine going digitally as well with the option for members to only receive the magazine digitally. The largest expense is the management company and then the board meeting expenses. It was suggested to look at these line items.

Report of the Executive Director

Dorothy reviewed the details of the upcoming HPE show and that our relationship is still the same as before (free booth, furniture and signs if we bring in costumers) if we still want to proceed.

Dorothy mentioned that the Civica Management Contract was up for renewal. A copy of the current contract was available for review. It was not anticipated to increase the cost, however, a change in the membership database was being recommended.

Columbus Convention

The Board had no additional comments other than what was mentioned in July.

Marion requested that Board Members submit their list that they were requested to complete at the July meeting. Linda, Karen, Gene, Terri, and Janine submitted their names. Gene mentioned some type of individuals that he would like to contact. Dorothy will have the office send out a list of not renewed buyer and vendor members.

2017 Annual Business Meeting Location

There was a discussion between the HPE Show and the Spring Fling for the 2018 Annual Business Meeting.

By consensus it was approved to have the 2018 annual business meeting in conjunction with the 2018 HPE Show in New Orleans. The Board will not be required to attend, only those who will be at the show anyway.

Membership

- Vendor and Buyer memberships
 - Buyer membership.
 - There was a discussion on anniversary renewals. It was moved, seconded and approved to change to an anniversary renewal date.
 - It was suggested to look at the possibility of creating a flash drive with the membership directory on it.
 - There was a discussion on various new types of members. NCA is a place to find our knowledge, a place to show where our expertise is.
 - There was a discussion about limiting resource for the other types of members.
 - It was suggested to add on the Buyer application, if you want a digital copy of the newsletter and roster.
 - The student criteria needs to define students to include high school or college.
 - The Board was tasked to think about an industry affiliate membership to include what comes into play in various options.
 - It was suggested to look at a membership category that only allows access to the website (not the members only section) and the database community.
 - The form needs the ccv code added.
 - Vendor Members
 - The benefits for vendor members are: contact lists, contact ads, vendor newsletter, product spotlight, and discount on ads. They are not using the product spotlight.
 - Non-renewals are not really related to NCA membership, it is that they see that this is just a buyers group and do not want to pay to give a discount. They do not see the other benefits as most groups do not offer these other areas.
 - Gary and Glen do not feel it is possible for vendors to have an anniversary renewal date.
 - Dual memberships – There was a discussion on the dual memberships and it was determined to leave it as it stands now.

Committee Reports

Plot Service

Pam wanted the Board to know how hard Lori worked to get all the plots. Dorothy

mentioned that there were so many plots that the website got bogged down. The office came up with a different solution to ensure that members will have easy access. There was a discussion about archiving some of the old plots. If Lori has another copy of the flash drive then the hard copies can be recycled. Marion will contact Lori.

Memorial Fund

- Future of the Scholarships – There was a discussion on the future of the memorial scholarship and the student creative event. It was moved, seconded and approved that the NCA will cease giving the memorial fund scholarship. There were two abstentions.
- Student participant email – There was a discussion on the email sent by one of the creative style show event participants. The amount of the scholarship should be published and not changed. There was a discussion on how to make the student event better. We need to add that “a functional costume” will be one of the criteria. We will reword the information in the event and still have it in the year we will conduct the convention.

Policy & Procedures

Linda stated that these are complete. There are two that were left off the flash drive and they were administrative changes that were completed.

Disaster

Marion reported that Frankels Costumes are doing ok but will be selling. There was a discussion on the request from Dougherty to do an ad. It was approved to give them a paid ad in the econtact.

The office called all shops in Houston and Terri left messages to see how they were doing after the flood. Janine will call all in TX again. Karen and Terri will help. It was noted we should also see about the shops in Florida after the hurricane hits. It was suggested to call first and then let the Board know.

It was suggested to create a bereavement Committee and put it on the website, the committee reports and the magazine.

Social Media

Janine reported that our social media should have #nationalcostumersassociation, also, posts should point to the NCA website and our memberships store list. We should reverse what we do, instead of reaching costumers, reach consumers. It was requested to see if we can put under each store what their specialty is.

NCA should be coming out with a list of what is really hot this year for Halloween. The NCA can send out this information to members via econtact, put on our Facebook page, etc. Also utilize “#Trending Halloween Costumes”. We should identify what is hot and what is coming. Janine mentioned that the NCA needs to step up our game. We now need to work hard.

Janine suggested that we do a boost for a post. The videos are helping to boost posts. We should send in the econtact to friend us on Facebook, so you can post on our page and share what you are doing. All businesses should use #NationalCostumersAssociation.

Vendors can post on Facebook and Instagram as well. As an organization, the Board needs to develop a list of what is trending and disseminate the information to the membership. This will demonstrate that the National Costumers Association is taking the lead in setting trends in our industry.

The meeting was recessed until 9:00am on Saturday September 9th.

The meeting was reconvened at 9:05am by President, Marion Bradley.

Committee appointments were discussed and assigned as follows:

Louella Torrence – Website

Pam Markel – Source List (she will contact Liz to get the information)

Gene Flaharty – Membership

Janine Caulfield – Grievance and Disaster and Hospitality

Karen Grizzard – Awards, Memorial Fund and Nominating

Linda Adams-Foat – Creative Student Event

Linda Adams-Foat – Policy & Procedures

Terri Greenberg – Membership Forum

Terri Greenberg – Bereavement

Janine Caulfield and Gene Flaharty – Social Media

Lori Hammes – Plot Service

Dwayne Ibsen – Time and Place

Dwayne Ibsen – Trendsetter Committee

The trendsetter committee will work on what are the current trends. Pam mentioned the season of the witch, day of the dead with bright colors, sugar skulls, flappers, It clown, super hero, Wonder Woman, Melania, political figures, Chucky, Hellraiser, leather face is coming out, shimmer and shine, new Beauty and the Beast, and Descendants. Dwayne will write something on trends for the econtact weekly now and monthly after Halloween.

Social Media

Marion touched based with Wendy to acquire her feedback on our social media. It was noted that Wendy volunteered to use an intern for this service. The consensus is that what our current social media consultant is doing is not interesting. We need to have our members follow us, like and share our posts. It was also suggested to pay periodically to boost our posts. Vendors are not supposed to be posting ad information. It was noted that whoever does social media needs to have guidance and direction from the NCA. Gene mentioned the issues of using hashtags. The hashtag should be #nationalcostumersassociation. The full name of the organization should be used in all social media. Pam will coordinate member posts on econtact and Facebook.

It was moved, seconded and approved to terminate the Social Media Advisors contract and move to the administrative office. The Board will feed the staff the information.

It was noted that all NCA print information should have the social media icons and our hashtag.

Civica Contract

Dorothy discussed the changes to the Management contract. The Board discussed with Dorothy comments about the management company.

The Board went into Executive Session.

After returning from their Executive Session it was announced that they would be renewing the contract with Civica. They were excited about moving forward with the new membership database.

The Board reviewed the changes and agreed upon accepting them as shown.

It was decided to conduct the HPE trade show as we did in 2016 including the membership reception/annual business meeting. We will utilize wrist bands again. One color for members and a different color for nonmembers. There will be one drink ticket for members and two drinks for new members.

Linda and Merlin will staff the booth along with Allie and Marion. The NCA will pay for Marion's participation as President. Dorothy will not attend. We will not have the large banners over the booth since the others broke.

The Board reviewed the budget and make some changes. Dorothy will update and send out to the Board.

It was decided to include in the budget an expense for social media for boosting to be \$200. We are wanting to post 5 times a week on social media so get information to the office. By the end of October, Janine wants to have our Facebook number to 1,000.

It was moved, seconded and approved to amend the bylaws to allow the annual business meeting to be conducted electronically, the Board of Directors can conduct business electronically, and to allow the Board of Directors to adjust the membership categories as necessary.

New Business

The board discussed the request to provide a discount for retired members.

Louella mentioned that she received information on having the convention in Ashville, NC.

Linda mentioned that Judy Smith was given a dues waiver for two years and it was meant to be an honorary life membership. The consensus of the Board was to approve that she will be an honorary member. Dwayne will let her know and get the information to create an article. We will recognize her at the next convention.

It was moved, seconded and approved to change the buyer membership to an anniversary date.

It was suggested to have people look at additional membership categories and report back to the next Board meeting.

The Time and Place selection was discussed. Gene mentioned the benefits of hosting an event in Kansas City. There are two members who are there, however, summer is their busy time, so the Board/Staff would need to coordinate the event. Gene will approach the stores to see if they will host and he will help coordinate.

Marion reviewed the ideas from Kelli Deen at Illusive Skull Costume Castle.

The Board reviewed and updated the strategic plan.

Marion thanked everyone for the input and what they are doing. She thinks we are moving in the right direction.

Marion requested that each Board member try once a week (15 minutes) to do something for NCA – post or work on a task you were given.

Dorothy will send out a revised contract.

Marion requested to respond to issue/requests and to respond to her.

The Board expressed their comments from the Board meetings.

It was moved, seconded, and approved to adjourned at 5:30pm.

DRAFT