

National Costumers Association
Board of Directors Meeting
July 29-30, 2016
Columbus, OH

Attendance: Karen Grizzard, Marion Bradley, Terri Greenberg, Lind Adams Foat, Pam Markel, Janine Caufield, Dwayne Ibsen, Jane Powell (Treasurer's Report only), Lorraine Brown (Saturday only)

Guests: Dorothy Shadrick, Wendy Goldstein

The meeting was called to order at 9:07am.

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

It was noted that the minutes of March 2, 2016 were approved by the Board earlier.

Scholarships

Linda advised the board that there were 28 applicants. The committee narrowed it down to eight and then down to 4. Of these, two were stellar; Owen Nuss – Denver School of the Arts, and Mellissa Rowland- from Fair Haven, VT. The committee suggested to awarding the top amounts to these two, and then two smaller amounts to the other top applicants. There was a discussion on how to fund scholarships. Linda noted that she has a couple of outfits to auction off. It was noted that we can auction items (both Linda's outfit and other items) on the website. It was suggested to contact vendors for donations. It was moved, seconded and approved to not allow the Memorial Fund to get below \$20,000 to keep in reserve for emergencies. It was moved, seconded and approved to use \$2,500 for scholarships for this year. The committee will determine how to distribute these funds. There was a discussion on how the people who receive the scholarships come back to the organization. It was moved, seconded and approved to give the remaining 4 student members.

There was a discussion on our membership scope and expanding our base to include people who are in auxiliary markets.

There was a discussion on requesting members to donate items and submit a letter from NCA for a tax deduction. Payments for items will be received by the office and then the person who donates would have a receipt mailed to them. A donation letter would be for the price of the item. We would need pictures and descriptions for items donated for the website.

Financial Report

Jane Powell reviewed the figures on the financial report sent to the Board. The NCA is about 1% ahead of where we were last year. Jane is looking forward to next year's convention. A lot of people are excited about it. Everyone loves the new format. The taxes were reviewed. It was noted that we paid \$194 in UBIT taxes. It was moved, seconded approved to file the taxes.

It was mentioned that everyone should be writing something positive about the Columbus convention for the e-contact.

Committee Reports

Hospitality: Janine mentioned that the facility at the HPE show did a great job and the NCA staff coordinated all the appetizers for the Annual Business meeting in New Orleans. There was plenty of food and Kristin did a great job.

HPE 2017

There was a discussion about having a reception again for 2017 during the HPE Show. \$3432.82 was spent last year. There was a discussion about our booth and acquiring costumes to display. It was agreed to do away with the 4 tall back chairs and coffee table. Dwayne, Linda and Pam will bring costumes. Jane will probably be able to bring some as well. Linda will make one to auction off.

The only staff member to attend the HPE show will be Allie. The Board agreed to pay for Marion's parking as she will again donate balloons.

Executive Director's Report

Dorothy reviewed her items on the agenda. It was suggested that the office call on non-renewed members. It was decided to have the 2017 renewals hit shops November 1st. It was suggested to make personal calls starting the 2nd week in December. There was a discussion regarding the webinars. The Board suggested continual notices be sent through the e-contact to get attendance increased. It was also suggested to put the actual times of each time zone. It was also noted to see if the past webinars can be posted on the website.

Civica Feedback

It was suggested that it would be nice to have a personal touch with the staff perhaps by getting a picture of the full team and individuals working on NCA. Dorothy noted that the NCA now has their own telephone number. The 800 number will be directed to this new number. An individual will be asked to leave a message including an email address for responses or speak to someone in person.

Dorothy discussed systems we now have in our office such as Wrike for project management and Slack for messaging. Dorothy will check into getting Slack for the NCA Board. It was also suggested to utilize read receipts for Board communications and to let the Board know how to use these notices as well.

Convention

It was suggested that we look at shaking up everything and to do things differently for the 2017 convention. It was noted that we need to look at providing things for the retail side of the business. Business and a Keynote speaker will be a big attraction. We should look at a budget line item for honorarium for speakers. It was suggested to still have the auction, however, do something creative. It was suggested to have Dennis Markel be auctioneer. It was suggested to put parameters around what is donated for the auction to assure it has value. It was suggested to send a donation form and then approve the donation. It was suggested to have vendors auction off classes, talent, etc. This would be that they come to their high bidder's store.

Wendy discussed incorporating the creative style show and a couple of classes. It was decided to keep the auction in the schedule. There will be an Opening Party on Friday, sessions all day Saturday including the creative style show in the evening with the auction. Sunday will be ½ day with a brunch, recognizing past presidents, and a shop talk session. Wendy will look into pre and post events to be

included for participants. It was suggested to have the Silent Auction up from the beginning of the convention through Saturday evening concluding with a live auction. Pam will be the chair for the silent auction. There was a talk about putting the student event on Friday at lunch. Janine will work with Wendy on the program.

The February Board meeting will be February 17-19, 2017 (arrive the 16th and leave the 20th) in Columbus.

Policy and Procedure

Linda has reviewed the Policy and Procedures. She reviewed her suggestions to the Board of Directors.

The Board meeting was recessed until 9:00am, July 30th.

The Board meeting was reconvened at 9:33am.

Policy and Procedure (Continued)

Linda continued to review her suggested updates to the Policy and Procedures. It was moved, seconded and approved to accept the changes and recommendations that Linda presented to the Board. Linda will submit the revised documents to the office to post on the website.

Membership

Dorothy reviewed the membership statistics that were included in the Board material.

There was a discussion on the PCA approaching NCA members for a complimentary membership during the HPE show.

There was a discussion on why there are less vendor members. It was requested to ask the Buyers Group chairs why. Pam said she felt it was that NCA members do not purchase from them. Some older members felt they were no longer receiving benefits to warrant the costs.

Publications

It was noted that we are out of back copies of the magazine. Dorothy suggested that the magazine just prior to the HPE show be increased to have enough for the show. We still have some of the Best of Magazines. It was suggested to have in the issue just before the HPE show information about HPE. Linda will write an article for the magazine to be included. Linda mentioned that on the information pages, the information is incorrect. We need to assure someone sends Ed the correct information for the page.

Buyers Group

The Board noted that we should send the Buyers Guide out a little earlier this next year as the HPE show is earlier.

Plot Service

There is not a lot of current things in the plot service. People need to send information in to the plot service to make it better. If you have any, please send them to Lori. Janine will have Lori submit a request to have people send her items for the plot service. It was suggested that we put more of them online. There are some listed on the website, however, you have to contact Lori to have them sent to you. It was suggested to have these scanned and put on the website.

Grievance & Disaster

Marion noted that there was nothing to report.

Time and Place

Marion mentioned that the Board is working on the 2017 convention.

National Awards

It was noted that the Board made Judy Smith an honorary member for 2 years.

2017 Location

It was suggested that we look at having two breakouts, lunch and general sessions on Friday, and Saturday. We will also have an opening shop tour and a reception on Saturday evening. Sunday will be a breakfast/brunch. Based on the proposed schedule it was decided to contract for 30 rooms on Thursday and 45 on Friday and Saturday.

Lorraine will check with Judy Smith to come up with a theme for each day.

Dwayne will chair the creative style show.

The Board discussed Ideas for breaking the attendance record. This would require blockbuster classes. It was noted to send out a save the date card no later than January. It was also suggested to have a nonmember price.

Strategic Plan Review

The Board of Directors updated the Strategic Plan which is attached to these minutes.

President's Report

Karen mentioned there was no formal report. The Board will continue to do everything possible to help our members.

Iowa and Regional report

The Board had a conversation about comments from the Iowa event. There was a discussion on the conventions and what the plans are. It was noted to increase the buyer's group participation. It was suggested to look at having a regional meeting in the off year of the convention. It was discussed that if we do not find someone to host a regional event then we do not have one. We will table this regional discussion until after the 2017 convention.

Budget

There was a discussion on budget that was submitted in the Board material. It was suggested to move \$1800 into a reception for the HPE show. It was moved, seconded and approved to approve the 2017 budget with the addition of the \$1800 into the HPE reception.

It was moved, seconded and approved to adjourn at 2:00pm.