

**NCA Board of Directors Meeting  
September 18-19, 2015  
Virginia Beach Resort and Conference Center  
Virginia Beach, VA**

The meeting was called to order at 9:58am by President Karen Grizzard.

**Attendance:** Lorraine Brown, Linda Adams Foat, Karen Grizzard, Marion Bradley, Janine Caufield, Terri Greenberg, Dorothy Shadrick, Dwayne joined via Skype at 1:15pm.

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

It was moved, seconded and approved to accept the minutes of July 10 and July 14, 2015 as submitted.

**Committee Reports**

Convention Committee – The hospitality money will need to be noted at the year-end financial report. Linda suggested to use the hospitality money and apply it to the HPE Annual Business meeting.

**Program Committee**

It was stated that it is important to have class descriptions and the biographies of the speakers in the program.

It was suggested to have Marion call Ed and introduce herself and get copies of all items for her to review. It is suggested to send the newsletter, program, etc. for proofing to the entire Board. Marion will send out what she receives from Ed.

**Membership Forum**

Terri mentioned that it is good to have the membership forum, however, with the low numbers at the convention there was not a lot of feedback. The econtact the month before the conference should have a column requesting membership information and feedback for the membership forum.

**Newcomers Orientation**

Terri and Janine mentioned that they would like a budget for newcomers. It was nice to give them a gift bag and possibly refreshments. It was noted that everyone on the Board should be at the orientation. It was suggested to have a Q&A sheet or benefits available to give to the newcomers.

There was a discussion on creating a little member handbook. Perhaps 10 questions on NCA, thoughts about the econtact and perhaps what do you do at the convention.

It was suggested that the week before the convention send out an announcement about the Meet & Greet President's Breakfast.

There was a suggestion to talk to the newcomers in the past couple of years to solicit their feedback on what would be helpful information to disseminate at the Newcomers Orientation.

It was suggested to add the question – "Is this your first convention" to the registration form.

**Publications**

The Board discussed Ed's ideas that he sent in his report. It was requested to see if we could have Ed call in to the Board meeting to discuss his ideas.

It was suggested to update the Best of Magazine and send to potential members.

Terri Greenberg will be added to the proofing list of the magazine.

### **Membership Roster**

The Board liked the membership roster. It was suggested to make this a brighter color so it will stand out on someone's desk.

### **Disaster**

This item should be on the benefit list as well as econtact. Marion will put together something to send to the membership.

### **Iron Costumer**

Terri and Janine would love to continue this event. It was suggested to put together a box of supplies to be kept at the NCA office to be used for this event. The prizes are nice and they would like to continue giving something so we will need to add this in the budget. The lunch box should be better in quality or different. The time should be 1-1/2 hours.

### **Grievance Committee**

This committee is when a store has a grievance and not for when someone passes away.

### **Publications Liaison**

The Board already discussed most of the areas in this report. Ed has cut costs and ads for the roster is low so we will address this issue. Marion will ask Ed to send a proof to Marion and she will send out to the Board.

### **Time & Place**

There is nothing to report at this time. The next convention will be Columbus, OH and not GA as in the report. It was suggested to have step-by-step instructions for this committee in the procedures.

### **Website**

There has not been very many issues on the website. Dorothy reminded the board that this is a free service to NCA. It was requested to see if we can track visitors.

### **Student Creative Event**

Linda reviewed her report. The question for 2016 since there is no convention is how we award scholarships. It could be coordinated at the Summer Board Meeting.

It was noted that Rudy wanted to use his \$250 scholarship as a donation to his department since he graduated. The board approved this request.

Linda volunteered to be the chair again and Loraine will assist.

### **Buyers Group**

The Board reviewed the report submitted by Gary and Glenn.

### **National Awards**

Linda reviewed Janie's reports.

### **Awards Committee**

Terri is asking Janie if she has the extra rings and past president pins.

Linda reviewed the written report that Janie submitted.

There was a discussion about past winners becoming a part of the organizations.

### **Creative Costume Event**

It was suggested that the box not include something disposable (i.e., the coffee filters). This makes it hard for the company to reuse their design.

### **President's Banquet Committee**

The name of this event needs to be changed. It was moved, seconded, and approved to change the name of the President's Banquet to the Grand Finale.

### **Memorial Fund**

Linda reviewed the report submitted.

### **Nominations Committee Report**

For this year, we need to start the process earlier. Linda will look for names for nominations and present to the membership. They would need to vote on the ballot at the HPE Annual Business Meeting, however, not take office until July.

There was a discussion on filling a vacant position. Karen mentioned that she would like to nominate Debbie Meredith for a vacant position. It was noted that Meredith Day Smith was interested in being on the Board if her husband was not transferred.

### **Plot Service**

Lori will continue to serve on this committee.

### **Opening Night Party**

It was noted that the game was fun. Caufields donated the decorations. Dwayne provided the prizes for the scavenger hunt.

### **Hospitality**

Janine noted that we do not want the box lunches again. She will look at changing for the next time. Using the hospitality funds to cover the meals is a plus plus. It was suggested that in the future we put the water in the hallways. The reception food was not good and they took the food away too soon. The Auction went on too long and we should bring back the silent auction aspect.

### **Education**

There was a discussion about having the resources to pay speakers. This would help in acquiring top-notch speakers.

### **President's Report**

Dorothy advised the Board of the merger with Civica Management. She let the Board know that this merger will allow NCA to have a membership representative, a meetings representative and a finance individual. Dorothy will continue as the Executive Director, BJ will continue as the financial and econtact individual. SallyAnn will not be returning as she has requested to stay with in-state meetings. Kristin will continue as the meetings contact.

### **2015 Convention Review**

Karen asked if there were any other items to be addressed from the 2015 convention.

The Board discussed the 35% administrative fee costs that Rocky questioned during the Annual Business meeting. It was suggested to find out what Rocky was considering in his calculation of administrative fees. Lorraine will contact Rocky to find out the calculations.

### **NCA Buttons**

Julie Gump volunteered to work with Gary for the buttons. Marion will follow-up with Julie. These are for the HPE show so members can be identified at the HPE.

### **Members Only Section of the website**

The Board discussed how NCA can get more clarification on the website and in our communications on what the member benefits are. Lorraine will write an article to put on the website. This article will be placed in the area that shows up when you log onto the members only section.

### **Buyers Group Button**

It was discussed to see if we can place on the home page, with a link to the log in for the members only sign in, a button type place that will take you to the Buyers Group listing.

It was also suggested to have a "Join now" button on the home page

The Membership Chair (Lorraine) along with Marion, will create the wording and send these to Dorothy to put on the website. This is both for the Buyers Group button and the Join now button.

### **Sign at the NCA booth**

There was a discussion to create a sign for the NCA booth that states "Your buyers group discounts will pay for the cost of the membership". It should mention that your membership could be FREE and then outline how.

### **Electronic voting**

It was determined that the Nominations Chair will write an article for econtact and the magazine about changing the procedures to electronic voting for this year and to finalize at the annual meeting at the HPE show. This would eliminate nominations from the floor at the annual meeting. Linda will do a preliminary write up of the change in procedures here at this meeting for the Board to review.

### **One Vote for Retired Members**

It was suggested to leave the voting for retired members as it currently is. Lorraine will poll the retired people to see what their thoughts are.

### **2016 Convention Update**

Dorothy updated the Board on where we are with the booth. We have a room Saturday for our member meeting/reception. We will need to choose food options and room set. We have to send 6 costumes to display at our booth so we need to figure out who we will ask to supply these costumes.

There was a discussion on paying the cost of the Board of Directors to attend the HPE. HPE is January 22-25, 2016. The Board decided that the Board will pay their own costs for attending.

It was decided that we will have registration just like the convention. Each person will receive one drink ticket and hors d'oeuvres. We will process registrations just like we do at the convention. It was suggested to have the vendors who support the NCA hospitality have a small table at the reception to thank them.

The schedule is to have the reception right after the close of the show, socialize for ½ hour, run the business meeting ½ hour and then be open an additional ½ hour. It was suggested to invite one person from our vendors, the person who is our contact. We will have Gary get the information to our vendors. Janine will discuss this with Gary.

Linda and Merlin will be staffing the booth again.

## **2017 Convention**

There was a discussion on Wendy Goldstein offering to host this event in Columbus OH. It was moved, seconded, and approved to have the 2017 convention in Columbus OH with Wendy Goldstein as the hostess.

## **2-Day Event**

Lori Hames and Janie Westendorf has offered a 2-day event at their shop to NCA members, July 8-11, 2016. There would be no cost to NCA. If they want to use the registration system it could be done. It was moved, seconded and approved that the NCA accept the invitation from Curtains Up Costumes for the July get together.

## **Board Member Appointee**

Linda will reach out to Debbie Meredith to see if she will serve on the Board again. She will also see if Meredith Smith Lane will consider being a Board member at this time.

## **Source List**

There was a discussion on the source list. It was decided that this is not needed any longer so it should be taken off the website. It was moved, seconded and approved to remove any reference to the source list in our procedures manual.

## **Costumers Exchange Program**

There was a discussion on the Costumers Exchange Program. This program was if you had an employee or you wanted to go to another shop to learn something (usually creative) you could arrange with that shop person to come for a week or weekend and the NCA would pay your flight and hotel to participate. Dwayne was sharing this information on this past program of NCA. If this was to be implemented the NCA would not pay the bill. This may be a workshop program (like Curtains Up is doing this summer). NCA will not have an official thought on this.

## **Winter Board Meeting**

There was a discussion about having a conference call for the February meeting instead of an in person meeting.

## **Other Business**

### **Social Media**

The Board would like Hollie to let us know where we are on the strategic plan in relation to social media. They would like her to add posts and information on steampunk, Star Trek conventions, and sci fi events on our social media. It was suggested to have her look at Caufields website or pin interest to include items on NCA's postings. It was suggested that she use the hash tags comicon to put on our page. They would like articles on costumes, activities of the NCA Board and monthly something on membership benefits. They would like to have a link with our Facebook to Costume People and or Costume Society of America and perhaps postings from these sites on our page. We should post about upcoming plays or theatre productions (even local ones). There is also information from the party organization websites that could be included in our posts. There was a discussion on having a game through social media. Prizes would be our cookbook, costume garment bags, and a super hero costume (to be donated by Janine). There was also a suggestion about putting an article in the eContact requesting members to donate a prize for a social media contest. It was suggested that in order to win the prize you would have to have the most followers or likes. It was suggested to put something in eContact for donating a prize for a social media contest. It was also suggested to Hashtag our tag line in posts.

The Board asked the question as to why Krystal is the only person on Instagram, where is our account? The Board also wondered if there were any other suggestions from Hollie for our social media.

### **Publications Committee**

Ed Avis called in to the Board meeting to discuss his report. He would like to remove the distinction between the color and monochrome price. He would like to create more of an attractive package deal to encourage vendors to commit to a one year package and include the program and roster. Ed also suggested to give the vendors with the higher membership levels a straight advertising credit versus a free ad. Each free ad would now give them a \$90 credit. The last item could be used to increase the circulation numbers and help with advertising. These advertising items were approved by the Board. Ed discussed the idea of the wrapping of a costumer magazine and send to non-members. He will get a quote from the printer. There was a discussion to update the Best of Magazine. If it were just to change the President's page he thought it might be around \$50. The printing bill would be the same as last time. Ed will get a price quote on reprinting and making this publication current.

The Buyers group brochure is to be completed and in the hands of members by January 14<sup>th</sup>. These would need to be mailed by January 8<sup>th</sup>. Therefore Ed would need to have all copy in his hands by January 4.

It was discussed to make certain that our social media is listed in the Costumer Magazine.

It was requested to add some color to the Membership Roster to make it stand out more.

The meeting was recessed until 9:00am on Saturday September 19, 2015.

Jane Powell review the financial reports.

Dorothy mentioned that in 2011 NCA's net income was \$62,977; 2012 - \$74,087; 2013 - \$105,803; 2014- \$128,543.

The Board discussed the financial reports. Dorothy was requested to research the option of an NCA credit card. It was requested to change the name of 50095 to Scholarship. It was noted that some items for the budget for 2016 should be supplies and promotional items.

Dorothy will work with Jane Powell to create a report for the membership on the financial status (the figures mentioned above) of the organization. This will be placed in the econtact and the costumer magazine. This is requested to be in a graph format to be easily read.

There was a discussion on where to have the future board meetings.

The Board revised the Strategic Plan.

As part of the strategic plan it was discussed to create videos to be used on the website and social media. Janine will contact Gary to get vendor videos.

The Board reviewed the membership forms. Lorraine and Marion will be composing the cover letter for the renewal forms.

It was suggested to adjust the membership selection categories as follows:

Take animals off

Add Costume/Masquerade

Delete Theatrical and make it Theatrical Rental

Add Theatrical/Stage Lighting

Add Seasonal/Holidays  
Add Anime-Cons-Steam-punk  
Add Wigs & Hair Accessories  
Add Props

Dorothy will send the applications to the Board for approval.

### **ACE Management**

Dorothy reviewed once again with the Board in greater detail the merger with Civica Management and the staffing enhancements. She mentioned that there would be more staff to assist in coordinating the efforts on behalf of NCA.

The Board reviewed the scope of services outlined in the NCA contract. It was requested to have Dorothy put together a new contract to include the current strategic plan items. Dorothy will then send to Karen and then the Board for their thoughts. The board will finalize their changes by mid-November.

### **Budget**

Karen, Jane, and Dorothy will work on the budget and send out to the Board for approval.

Karen noted that the following were the committee appointments for this year.

Glen & Gary - Buyers Group

Karen will oversee the Costumer Magazine and ACE/Civica

The historian is still Barb Lochner. Karen will talk Barb about the items in Rachel's storage shed and what we should do with them.

Membership – Lorraine Brown with the assistance of Marion.

Memorial Fund – Linda

Nation Awards – Linda

Plots – Lori

Policy & Procedures - Linda and Dorothy

Publications – Ed

Publications Liaison – Marion

Roster – Ed

Time & Place – Marion

Website – ACE/Civica

Web Site Liaison – Marion

It was moved seconded and approved to adjourn 4:04pm.