



Board of Directors Meeting - Minutes
Of the National Costumers Association

The Radisson
Branson, MO
February 20-22, 2015

The meeting was called to order at 9:12am by President Linda Foat

Attendance: Terri Greenberg, Ron Ferraro, Marion Bradley, Dwayne Ibsen, Janie Westendorf, Karen Grizzard, Linda Foat

Guest: Dorothy Shadrick

Absent: Janine Caufield

It was moved, seconded and approved to authorize the President to adjust the agenda to facilitate the business of the association.

The group had a moment of silence to collect their thoughts.

Linda requested everyone to keep Janine's son in their thoughts and prayers as he is re-cooperating from surgery.

Linda mentioned that the Board will be having a hotel tour at 9:30 and the majority of the day will be planning for the 2015 conference.

The Board reviewed the 2014 report on the National Costumers Association Memorial Scholarship Endowment Fund.

It was noted that the Board approved, by email vote between meetings, the ACE Management Contract, the 2015 Budget and the August 2014 Board meeting minutes.

There was a discussion about the VisionCon event that is taking place at the hotel. The Board should talk with the group and see about a connection between this type of event and NCA.

Linda asked the Board on how everyone liked the first issue of the Costumer Magazine. There was a consensus that the issue looked good and the new co-publication managers were good to work with.

The Board went on a tour of the hotel.

The Board saw the VisionCon event coordinators and Linda requested time to talk with their group about NCA. There was also interest about their vendors being a part of our convention. If there was interest it might be worthwhile to have the Market Place in 2015.

The Board discussed ideas for the theme for the 2015 convention.

There was a thought about having the focus one day (Sunday – July 12th) on guests and have the day include the style show, the creative style show, and the Iron Costumer. There was a discussion of a nonmember one day fee of \$50.00.

The Board determined that the following will be the schedule for the 2015 Annual Conference:

Friday, July 10, 2015

Noon – Pre Convention Board Meeting

3:00-6:00pm Registration

4:00-4:30pm Newcomers Orientation

7:00-10:00 Opening Night Party

Saturday, July 11, 2015

9:00am – 12:00 noon Registration

9:00am – 9:00pm NCA Lounge Open

9:00am-10:15am – Membership Forum

10:15-10:30am Sign in for the Business Meeting

10:30-11:30am Business Meeting

12:30-1:30pm Lunch on your own

1:30-5:00pm Education Classes

6:30pm Backstage Tour or show

Sunday, July 12, 2015

8:00-9:30am President's Breakfast in President's Suite

9:00am-9:00pm NCA Lounge open

9:45-10:45am Education Sessions

11:00-12:00 Noon Education Sessions

12:00noon – 1:30 Iron Costumer/Luncheon

1:30-2:30pm Second Business Meeting if necessary

1:45-4:45 Student Event

3:00-5:00pm Market

5:15 Auction registration and hors d'oeuvres

6:00pm Auction

Monday, July 13, 2015

9:00am – 9:00pm NCA Lounge open

9:00am – 12:00 noon Education

12:00-1:30pm Creative Style Show/luncheon

1:45-4:00pm Education

4:30pm Porpoise practice/dress rehearsal

6:00pm Grand Finale Banquet

After Banquet Porpoise Review

Tuesday, July 14, 2015

10:00am Post Convention Board Meeting

The Board reviewed the financial costs for the convention.

Financial Report

Jane Powell reviewed the Financial Reports with the Board. There was a discussion on the balance sheet and the transfer of funds into restricted accounts for the Memorial Fund.

The convention made \$6700 for 2014. We are staying within budget, even under in some areas. The areas of growth are the convention and the dues. There has not been much growth in publications. There was a net profit of \$22,740.95.

Jane was thanked by the Board for doing the Treasurer's position.

There was a discussion of creating a guest day. The cost would be \$50 to cover meals Vendors for the market place do not receive any meals. They can purchase a meal for the Auction.

The theme was approved as “Celebrate America in Costume – Past-Present-Future”.

The Board reviewed what will be presented at 5:00pm with the VisionCon group.

The meeting was recessed at 4:50pm.

The meeting was reconvened at 9:10am on Saturday, February 21, 2015.

There was a discussion on holding a marketplace at the 2015 convention. It was decided to proceed with a marketplace as placed in the tentative program. Marion Bradley will be the chair.

Committee Reports:

Buyers Group

Gary Broadrick and Glen Alexander noted that we need to make certain the Buyers Group brochure gets out before the end of the year. Ed needs to know the deadline so he can work backwards for the publication dates. Gary and Glen noted in their committee report that there was not a breakdown in the budget for the Buyers Guide. After reviewing the budget, there is a line item for the Buyers Guide. It was requested to let them know the information.

Publications

It was requested to let Ed know to copy Karen Grizzard in his communications as she is the liaison for the Publications Committee. All in all the Board had positive remarks on working with the new team for the magazine.

Disaster and Grievance Committees

Karen Grizzard reported that all is good in these areas.

Membership

Marion Bradley reviewed her written report. Vendor members: lost 7 and gained 12 for a net gain of 5. Membership overall numbers are down, however, the expo brought in 9 new members and 19 renewals. She plans to call those who have not renewed. She would like to receive the list of those who are not renewed earlier so she has time to call them before the end of the year.

Memorial Fund

There was no additional report on the Memorial fund. The financial information was reviewed under the Treasurer's Report.

Nominations Report

Janie Westendorf reported that we will be seeking nominations for a Vice President and three members of the Board of Directors.

Plot Service

Lori Hammes is working on making the plot links work. She is also adding to the list of those offered.

Policy & Procedures

Ron Ferraro would like to change some grammatical corrections for the Policy & Procedures. He requested that Dorothy Shadrick send the word documents to him so he can make corrections and forward back to the office.

Time & Place

Karen Grizzard noted that after her site visit to Branson, she turned over to Dorothy Shadrick and SallyAnn Prier at the office for final negotiations and conference coordination. It was noted to keep the Vice President involved in planning as this position oversees this event.

Website

Karen Grizzard noted that there is not much activity on the website besides updates. These updates are being sent to the office.

Awards

Janie Westendorf mentioned that she has placed articles in the Costumer magazine and the econtact. She will be adding information on the website as well.

Convention Committee and Convention Host Committee

Linda Adams Foat mentioned that the report for both will be the same. Her goal for the convention is to keep costs to a minimum and provide a good quality product. The Board created the agenda at this meeting.

Student Creative Event Committee

Linda Adams Foat mentioned that she has sent 100 letters to colleges and universities in Missouri and Arkansas about this event. The remainder of the printed letters Linda handed out to the Board requesting they send to schools in their area. The ATHE conference had this information and the USITT conference will have it as well. There is a university that wants to submit 12 groups for the competition.

Education

Dwayne Ibsen distributed his education ideas for the conference. The Board thought they all sounded great and requested he use his judgement to develop the program.

Hospitality

The Board agreed with the report submitted by Janine Caufield to continue with the hospitality funds contributing to the cost of attendee meal functions.

Registration

The Board reviewed the report submitted by SallyAnn Prier.

President's Banquet

Janie Westendorf reported that the overall theme will be "Recycle-Reuse-Repurpose". Decorations and entertainment are still being finalized.

Iron Costumer

Terri Greenberg reviewed her report. It was discussed that Linda Adams Foat will bring three sewing machines and Marion Bradley will bring 2 machines. It was noted that Board members had some old trophies that can be used for this event. Board members all agreed to bring items for embellishment

Membership Forum

Based on the new schedule the Membership Form will be 9-10:15 on Saturday. Terri Greenberg will create an article for the magazine and e contact. Terri requested suggestions for "issues" to include in the discussion.

Newcomers

Terri Greenberg mentioned that they plan to continue the process that was utilized last year. The buddy system worked well. With changing the schedule to Friday before the opening party we will see how many individuals participate.

Executive Directors Report

Dorothy Shadrick mentioned that after the August Board meeting, her team created a new way to track the hospitality funds to make the reporting process easier. She also mentioned that a new report was developed to identify new members. She advised the Board that Markus Bowman left the company and the industry. He was replaced by Kristin Apple who has a resume with planning small events, management and photography. The office is still planning on hiring an additional person with nonprofit governance experience.

Convention

There was a discussion about bringing the Avis' for the conference. Linda will check with them to see if they would be willing to come to the convention with them paying for their meals. There is \$250 in the budget for their participation.

Convention

There was a discussion about re-instituting a door prize and perhaps honor veterans to give funds to the Wounded Warriors Project. Terri Greenberg mentioned she might be willing to donate her time share in Mexico. It was suggested to open up the prize to those not at the convention. It was suggested to have one-half of the funds go to the Wounded Warriors and one-half to NCA.

Convention Promotion

It was noted that we need to start now and update the information as it is finalized. Please send updates on your activities as you receive them to the office so it can be updated on the website and in all the conference material.

Conference Program Book

The Board determined that the conference program book should be 4.25" by 5.50" with a color front and back. It was determined to have the ability to have the Avis' sell black and white ads.

HPE Show

Linda Adams Foat reported that the booth looked good thanks to Marian Bradley and all the volunteers and staff that assisted in setting it up. It was noted that for next year the booth will be back to an island. There were 9 new members and 19 renewals as well as 68 individuals picked up the Buyers Guide.

The HPE members that renewed and joined were not in the numbers Marion Bradley reported with the membership report, NCA has close to 350 total members.

The booth was successful as people came by and it was comfortable. Some thoughts for next year will be looking at creating a “hot spot” with internet access so people can stop by.

Bylaws Change – Dissolve the Organization

It was moved seconded and approved to accept the revised dissolution as submitted. It will be article 8 in the revised bylaws.

It was moved seconded and approved to change the wording in Article XIV section A and B from to annual membership meeting from general meeting and annual meeting respectively.

These bylaws changes will need to be published in Costumer magazine for a vote at the membership meeting in Branson, MO.

Social Media

It was moved, seconded and approved to hire the Social Media Advisor, Hollie Cleere for Phase 1 and Phase 3 in her proposal with the additional add-on of the You Tube Build and Pinterest and the \$15 for HootSuite. The Board gave approval for Dorothy to sign the contract as stated above.

Future Conventions

There was a discussion on various options for the future meetings of the association.

It was moved, seconded and approved to have the NCA Annual Convention in the odd numbered years.

It was moved, seconded and approved to have the NCA Annual Meeting in the even years at the Halloween and Party Expo.

It was moved, seconded and approved that the above information will be in the econtact and costumer magazine.

It was mentioned that the Annual Meeting at the HPE show should include some type of food and beverage. The NCA staff will research options.

Strategic Plan

The Board revised the Strategic Plan.

Reminders

Linda Adams Foat reminded the Board that they will be meeting at noon on July 10th. The Board needs to be present at the July Business Meeting and the follow-up Board meeting at the end of the conference.

Adjournment

It was moved, seconded and approved to adjourn at 3:21pm.