**Minutes of Advisory Board Meeting – February 4, 2019 Approved**

Location – Rosen Centre, Orlando, Florida

Minutes for October 1, 2018 meeting were provided.

Meeting called to order by Chairperson Richelle Hayes @ 12:18PM

**Roll Call**

Present

Richelle Hayes, CPPT – Chairperson

Tracy Musser – Vice-Chairperson

Janna Hamilton, CPPT

Paul Lundmark, CPPT

Mary McTague Byrom

W.O. Bell

Tom Capobianco

Chad Little

Jerry Navarrete

Dave West

Chuck Jeroloman

Kurt Wood

Brad Rinsem

Kate Hurley

Chris Greco

Steve Stack  
Tom Franzese – excused

Absent

Jonathan Davidson, CPPT – Secretary - excused

Gustavo Bikkesbakker –

Christine Turner – Excused

Kate Hurley - Maternity

Also Present

Peter Hapgood, CPPT, Education Committee Chairperson

Pete Prior, CPPT, Board of Directors’ Chairman

Steve Aspinall, CPPT, Board of Directors’ Treasurer

Ann Thompson, CPPT, Board of Directors’ Secretary

Ken Harrison, CPPT, Director Emeritus

Dwight Mattingly, CPPT, Board of Director

Tim Olsen, CPPT, Vice Chairman, Board of Directors

Fred Nesbitt, FPPTA Media Consultant

Sue Marden, FPPTA Public Relations Consultant

Sean McKinstry, CPPT, Education Committee Secretary

Jack Farland, FPPTA Education Committee

Brent Chudachek, FPPTA Board Attorney

Kim Prior, CPPT, Chief Executive Officer

MJ Chwalik, Chief Operating Officer

**Motion to approve 10/1/18 Minutes**

Motion – Jerry Navarrete

Second – Steve Stack

Unanimous approval

**Old Business**

None

**New Business**

Regarding the newly in place fee for guests, Pete Prior mentioned the guest fee feedback was that it was about time it was instituted. Annual Conference will require badges for everyone in exhibit hall including paid guests with children 12 & under attend for free.

Chris Greco asked the CEO how the new policy was received by the attendees. The CEO responded that there were 21 guests who were pre-registered and we had a few attendees that were not happy that they could not register their guest on site. In total the guests attending was reduced significantly from the average of 100 guests to 21. Ultimately this will benefit the association’s food and beverage budget. Overall we did receive positive feedback from approximately 12 trustees who send e-mails or called the office stating, “it’s about time”, “there are too many guests attending”, “completely understandable and necessary” and more.

Richelle Hayes noted that other organizations do charge for guests and at a higher rate.

Questions were raised by Kurt Wood and Chris Grego regarding the dates of the winter trustee’s schools and the annual conference as to how we can avoid super bowl and July 4th.

The CEO responded by saying, we are at the mercy of the hotels for a decent room rate, availability, etc. The CEO states she makes every effort to avoid these events but sometimes it’s all that is available and she doesn’t have much choice.

For the current trustee school she noted some associates are not coming in until Monday. There are 136 Associates, 406 trustees attending.

Dave West commented that Sunday evening was very nice but associates who takes a large group of attendees to another function (dinner) is not beneficial to the whole.   
The CEO stated it is challenging because we need to order food for the different events and its difficult to estimate the number of attendees. Most trustees are in attendance, Speakers generally don’t arrive until the day of their session. Dave West said some amount of self- policing needs to be done.

**Officers’ Reports**

**Chairperson**

None

**Vice-Chairperson**

None

**Secretary**

None

**Chief Executive Officer’s Report -** Kim Prior, CPPT

* 2019 Budget: The Board and staff met in December to review 2018 and set the budget for 2019. The Board has approved the 2019 budget. The 2018 year end budget came in just under budget. Currently the CEO & COO are preparing a 5-year plan for the Board.
* Conference contracts: Recently completed 8 contracts for schools and conferences to be held in Orlando over the next five years.
* Public Relations Item: Associate membership is down so Sean McKinstry and Susan Marden are working on a recruitment campaign. They plan to contact former associate members to invite them back. The value proposition is FPPTA offers a good ratio of trustees to investment managers.
  + 136 Associates, 406 Trustees, 61 Speakers, 260 enrolled in CEU Program.
* Guest Fee: is accomplishing the goal
* Registration Cancellation Policy: with 30 or more notice attendees will be refunded 100%. Cancellation under 30 days will be refunded 50% and a cancellation 7 days or less there will be no refund.
* Annual Conference 2019: 35th Anniversary Welcome Gathering – Will be a dinner with a live band and dancing. There is a focus group working on it.
* Raymond T. Edmondson Scholarship: The Board has finalized the application and procedures and is moving forward in developing and distributing applications to all members. There is a committee of three directors, Pete Prior, Ann Thompson and Chris Spencer who will review the applications and make the determination as to who will be the recipient. There will be one recipient of the scholarship. The recipient will be invited to the annual conference opening ceremony.
  + Richelle Hayes asked the question where the funding is coming from, the Golf Classic? CEO responded the funding for the first scholarship is coming from $2,000 seed money from BOD as seed money, $2,000.

**Chief Operating Officer’s Report -** MJ Chwalik

* App: The app that was used at the October school was developed by the current programmers and will not be used again. We decided to go back the app we used previously, it worked well and was easy to program. We have a 1-year contact, four events.
* Website: new website is not completed yet; programmer did not realize the amount of work involved and Kim Prior is having difficulties working with programmer. Kim Prior has had a few conversations with the board Attorney who is prepared to send a letter the programmers. The FPPTA Accountant suggested using a marketing firm in Tallahassee that her firm has worked with and was very pleased. Kim Prior reached out and we had a preliminary meeting with the new firm and have received a favorable proposal.

Richelle Hayes commented that she heard comments about the scheduling changes from the printed agenda. MJ noted programs are printed about three to four weeks prior to the event. The hotel made some changes after the agenda was printed. The most accurate information is in app based upon room and program changes.

**Committee Reports**

**Exposition Hall Committee** – Mary McTague Byrom,

* No comment

**Associate Golf Tournament Committee** – Steve Aspinall

* Golf Tournament will be at Hawks Landing. Sawgrass has agreed to collect goodie bags and encouraged everyone to submit their trinkets as soon as possible. Paul Lundmark is in charge of Sponsorship.

**Relief Fund Committee** – Steve Aspinall

* There is a meeting to discuss relief fund applications after this meeting

**Sponsorship Committee** – Paul Lundmark

* Paul will be Chair going forward

**Education** **Committee –** Peter Hapgood, Chairperson

* More Senior trustees around the state are enjoying the CEU program
* Certificate Program: Two new Certificate programs are being developed: Equity and Legal
* Sub-Committee for Equity is W.O. Bell, Dave West, Chris Greco, Gus Bikkesbakker
* Sub-Committee for Legal is attorneys Ricky Levi and Brent Chudachek

**Adjournment**

Motion to adjourn: 1:11PM Unanimous approval.

Respectfully Submitted,

Tracy Musser, Vice Chair