Approved

**Minutes of Advisory Board Meeting – October 7, 2019**

Location – Sawgrass Marriott, Ponte Vedra, Florida

Meeting called to order by Chairperson Richelle Hayes @ 12:15 PM

**Roll Call**

Present

Richelle Hayes, CPPT – Chairperson

Tracy Musser – Vice-Chairperson

W.O. Bell

Gustavo Bikkesbakker

Mary McTague Byrom

Tom Capobianco

Tom Franzese

Chris Greco

Janna Hamilton, CPPT

Kate Hurley

Chad Little

Paul Lundmark, CPPT

Jerry Navarrete

Brad Rinsem

Steve Stack

Christine Turner

Dave West

Matt attended on behalf of Kurt Wood

Absent

Jonathan Davidson, CPPT – Secretary - Excused

Chuck Jeroloman

Suzanne Lawrence

Mark Myer

Also Present

Steve Aspinall, CPPT, Board of Directors’ Treasurer

MJ Chwalik, Chief Operating Officer

Brent Chudachek, FPPTA Board Attorney

Peter Hapgood, CPPT, Education Committee Chairperson

Sue Hapgood, guest of Peter Hapgood

Ken Harrison, CPPT, Director Emeritus

Sue Marden, FPPTA Public Relations Consultant

Dwight Mattingly, CPPT, Board of Directors

Sean McKinstry, CPPT, Education Committee Secretary

Fred Nesbitt, FPPTA Media Consultant

Tim Olsen, FPPTA Public Relations Consultant

Pete Prior, CPPT, Board of Directors’ Chairman

Kim Prior, CPPT, Chief Executive Officer

Ann Thompson, CPPT, Board of Directors’ Secretary

**Motion to approve 2/4/19 Minutes**

Motion – W.O. Bell

Second – Paul Lundmark

Unanimous approval

**Old Business**

None

**New Business**

Guest Fee:

Richelle Hayes asks for thoughts regarding the new fee for guests. Kim Prior mentioned the guest fee feedback was that it was about time it was instituted. While some don’t want to pay it is necessary business for FPPTA to charge. The organization can’t afford approx. 20-50 non-paying guests at events. The meals provided are approx. $150 – 200. She noted some of the negative feedback is attributed to growing pains. Janna Hamilton noted that no other organization allows guests at no charge. Pete Hapgood noted the continental breakfast with bacon at this school costs $30 per person and bottled water costs $4 / bottle.

Dave West noted a trustee ask if FPPTA can reclassify the cost so they can report. Brent Chudachek noted it is a slippery slope to reclassify. Tracy Musser commented offering the trustee the value their guest is receiving in exchange for the $100 fee. Kim Prior initially considered the increase in fee for all attendees. She presented a 5 year plan and will be increasing registration fees. They have a surplus of $30,000. The FPPTA office air conditioning unit needs replaced and they don’t have the funds.

Chris Greco noted the event financials that are provided show a surplus. Kim replied that is true each event produces a minimal surplus which does not cover costs organization wide. Kim said she could share the whole P&F statement with the group. Richelle Hayes asked if anyone polled other organizations for costs. Mary McTague Byrom believes other organizations are more costly.

Pete Hapgood asked permission to review education as he needed to leave the meeting early.

There are 80 workshops and one paid speaker. He feels the education is getting better as a non-profit organization; the biggest expense of the school is food and beverage.

Richelle Hayes mentioned that the Exhibit Hall had a couple of hours the hall was closed. Pete was trying to help associated attend sessions. They spend $50,000 on speaker budget for June. This group needs to work out logistics we think are best. The speakers are all in good standing in the industry and attempt to have diversification.

Speaker Presentations – They are still receiving presentations that look like pitch books and FPPTA is receiving negative audience feedback. Richelle Hayes was concerned about presentation being boring but felt the template looked good and was consistent across speaker.

Two new CEU certificate programs - The new Legal program was created with the assistance of Brent & Ricki. There were 52 people pre-registered. Pete Hapgood is building two more certificate programs for Equity and Alternative Investments. Dave West is spearheading the Equity program. Pete thanked Kurt, Chris, W.O. & Mary for helping create the program. He is looking to create one similar for Global and International. The Alternative program volunteers include Richelle Hayes, Kate Hurley, Jerry Navarrete, Dave West and Gus Bikkesbakker. Content will include Real Estate, Private Equity, and Venture Capital. Pete Hapgood will contact the groups in near future.

**Officers’ Reports**

**Chairperson**

None

**Vice-Chairperson**

None

**Secretary**

None

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

The FPPTA & CPPT trademarks have been renewed.

We have had some excessive charges from a few speakers so we developed a speaker reimbursement form which Peter provides while negotiating for key note speakers.

Over the last few months we have some building maintaince done such as, replacing a door, obtaining quotes for new AC units, painted and pressure cleaned.

The Board approved adding Ransom & Cybersecurity Insurance policies, Mary McTague Byrom asked if they back up data off site often and Kim replied, yes we do.

Richelle Hayes noted Pension Funds are getting attacked. Mary noted 20 pensions in Texas were attacked.

Associate memberships are down so Sean and Sue are working on a recruitment plan. They plan to contact former associate members to share the benefits of being a member of the FPPTA.

Donations to the scholarship and relief fund were made by George Diaz & Tom Quinn from winnings they received either in the exhibit hall or the golf tournament.

The 2020 Budget has been approved, a little over $2 million, having a $30,000 surplus.

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

We are very happy with our app. The app we are currently using costs $50-60,000 per year for three events. We negotiated a reduced fee of $16,000 per year and locked it in for three years. Richelle Hayes asked if app is different company than website and MJ replies yes.

Fall School Attendance:

Associate: 107

Trustees: 408

CPPT: 33

Legal: 60

Guests: 42

**Committee Reports:**

**Exposition Hall Committee** – Mary McTague Byrom

Mary suggested if the booths are not sold out, we might want to condense table spacing as there were empty tables in the hall.

The raffle went well.

Richelle asked if we have the ability to sign up for a booth location as we did this year. Kim Prior responded she is not sure with the new software, however she is hoping this will be available.

**Associate Golf Tournament Committee** – Steve Aspinall

The shirt sponsor gave $3,000 and there was a profit of $5,347 that is going to the scholarship fund.

The golf committee plans to ask for more funds to pay for shirts. The cost was $4,000. The change to Callaway shirt was good as it is a better shirt. Previous shirt was Nike brand.

Feedback from June was that participants had trouble registering online. They did not get info out early enough. Attendance was down. On a positive note, the game did move fast and everyone enjoyed it.

**Relief Fund Committee** – Steve Aspinall

So far in 2019 we have given $3,500 to a member in need.

Deposit of $5,400 from golf event last year.

**Sponsorship Committee** – Paul Lundmark

Paul is looking for volunteers to assist with sponsorship.

**Adjournment**

Motion to Adjourn: 1:15PM by Tom Franzese and seconded by Janna Hamilton. Unanimous approval.

Respectfully Submitted,

Tracy Musser, Vice Chair