

NNECAPA Executive Committee Conference Call Minutes

Friday September 16, 2022 – 11:00 am – 1:00pm

EC Attendance: Eric Vorwald, Meagan Tuttle, Cat Ingraham, Sarah Wraight, Matt Sullivan, Amanda Bunker, Cat Bryars, Jeff Levine, Nancy Kilbride, Kyle Pimental, Sarah Marchant, Sam Durfee,

Regrets: None

1. **Call to Order and Retreat Debrief** – Meagan Tuttle called the meeting to order at **11:03am**.
2. **Minutes** – August 19, 2022 minutes.
Eric Vorwald motioned to accept minutes, Cat Bryars 2nd. All approved.
3. **Treasurer's Report** – Sam Durfee
Things are looking great with revenues up heading into the conference. We are above target sponsorships. This month Sam will cut checks for membership distribution now that we have more accurate numbers from APA.
Sarah Wraight motioned to accept report, Eric V. 2nd. All approved.
4. **Conference Planning Updates** – Oct. 17-19, 2022 – Amanda Bunker
 - a. Covid Policies – Need EC input. The policy that has been advertised for registrants thus far is that vaccine or test and mask wearing will be required. According to Nancy, most common practice these days is no vaccine/mask requirements. For reference the APA NPC did not require vaccine/test/masking this spring. However, the fall cold season may be troubling. Conference committee recommends requiring a vaccine card or proof of negative test upon entry with no mask requirement. EC members debated policy and noted that CDC currently does not recommend vaccine or mask requirements. The cancellation policy was discussed and it was noted that we did not give refunds due to COVID last year since we have to commit to food, etc. deposits.

Motion: Eric V motions and Sarah W. seconds to update the conference COVID policy not to require vaccine/testing and not to require masks. We will send a request to all attendees to test themselves right before the conference and ask that people not attend if they are symptomatic. We can target people who have already registered with a message about the policy change and consider refunds for those who cancel and reference the change in COVID policy on a case-by-case basis. All approved.
 - b. Raffle baskets and cocktail contests – Sections have been contacted to coordinate.

- c. Conference Volunteers – Amanda will send out request to EC and Sections to fill needs.
- d. Awards Ceremony Preparation – Awards will involve a PPT presentation and point people to present each award. Awards Committee is gathering RSVPs. Committee will ask the award attendees to commit at least 14 days ahead of conference for meal planning and share this information with Nancy.
- e. Annual Business Meeting Preparation – Venue will charge to accommodate AV connection (owl system) for the virtual meeting option. EC is OK with the Annual Meeting being in-person only. Agenda items will include an update on activities, preview coming activities, strategic plan general update, new ruralism update, potential APA updates, adoption of FY23 budget.
- f. EC meeting at Conference – On the 17th at 5pm at Sunday River.

170 registrants and 63 speakers confirmed. 20 MA registrants, which is higher than the 10-15 we typically get. \$1,600 for conference sponsorship, up from ~\$1,200 in 2021. We will start to promote future conference venues and dates at the conference to encourage people to reserve the dates and attend.

5. **FY23 Budget** – Sam Durfee and Meagan Tuttle

Budget shows a multi-year outlook to facilitate long-term budgeting and address questions like reserve building, increasing costs for conference deposits, and rising administrative costs. Assumptions and realities reflected in the budget projections include both long-term rising costs and mostly rising membership numbers.

For FY22, we have fallen short on our project membership revenues, but we're optimistic these levels will rebound for FY23. For FY23, sustaining and conference sponsorship targets consistent with actuals from FY22. Potential to raise conference registrations by advertising more aggressively outside of our region. Conference costs generally are projected to increase. Given higher conference attendance, options for venues will become more limited and more expensive in coming years. We are not anticipating spring workshop revenues in the coming years due to virtual format, but eventually will want to reintroduce this or another revenue source. We may also ask conference venues for the room fee option in the future since that introduces a significant revenue source. The contracted administrative support is a great asset and costs will gradually increase in coming years. Google for Nonprofits and Tech Soup access may introduce some software cost savings. Increases in membership dues to come.

FY23 budget draft assumes we do not split conference profit with Sections, and need to discuss with Sections. There are some years that are showing a negative budget balance, but those should be manageable if NNECAPA can re-establish reserves and continue to develop its revenue streams.

VPA EC recently discussed the topic of NNECAPA's financial position and would be willing to consider forgoing their membership and/or conference distribution to help build NNECAPA's reserves. NNECAPA's distribution policies for membership and conference can be changed; they are not imposed by APA but were decided as

part of the reorganization. Need to keep in mind that these are only sources of revenue the Sections get from membership/the Chapter.

6. **Ongoing Projects** – Meagan Tuttle

- a. Strategic Plan Update – Jeff, Matt, and Meagan are working on a write-up to be shared with the EC soon.
- b. Google for Non-Profits – Everyone on the EC should have access to new emails to gain access to the shared Google Drive. This will allow us to drop Dropbox.
- c. Sustaining Sponsors – Picked up 3 new ones. If EC can forward potential sponsors that would be helpful. Nancy can do follow-up.
- d. 2021-2022 Non-renewal Emails – No update.

7. **Administrative Support (Events Your Way) Contract**

We appreciate working with our Chapter administrator, Nancy, over the past 4 years. Many improvements and efficiencies have resulted from her contributions..

Nancy left the meeting and the EC proceeded to discuss ongoing contract renewal negotiation with Events Your Way (EYW). A major area of discussion was regarding a sustainable scope of work and sustainable funding amount for the Chapter's limited budget.

EYW has requested \$24,500 base contract with option for \$1K bonus based on conference revenues, which is up from \$23k in FY22. Members generally consider this request reasonable given extensive services, which include conference, membership and sponsor management, financial support, and communications. EYW provides financial reports to ME & VT as well. Recent years have included refinements to this scope, but Meagan's discussion with Nancy did not result in any changes to scope this year.

The EC discussed concerns about how to sustain rising costs, and wanting to ensure this doesn't result in raising revenues in ways that conflicts with or limits our membership service priorities. There was a discussion of whether contract discussions should acknowledge conference venue commissions, pros/cons of the requested bonus, and a discussion of balancing rising admin costs without cutting payments/services to Sections, which see more limited direct support from EYW except for the conference.

Suggestion to realign contract with calendar year instead of Chapter's budget year to better reflect the timeline of the conference workload. There was a suggestion to consider a multi-year contract rather than annual and it was noted that we have had 18-month contracts in the past.

Motion - Sam Durfee motions and Cat Bryars seconds to counter EYW's counter with an offer that extends the contract period through the end of the 2023 calendar year and adjusts the base contract amount to be consistent with the

\$2,042/month rate, and approve EYW's request for a performance bonus of \$1K if the conference profits at least \$5,000. All approved.

8. **Other Business / Future Agenda Items –**

Next meeting is October 17, 2022 at 5pm at Sunday River, ME.

9. **Adjourned 1:11pm**

*Respectfully Submitted by
Cat Bryars, NNECAPA Secretary*