



**May 19, 2017 Minutes**  
**APRA Board Meeting via Conference Call**

**Present:** Rich Thompson, Megan Konecny, Mike McDermott and Rob Forney.

**Unable to Attend:** Roy Helsing, Ted Salgado

**Staff:** Becky Fisher, Katie Kochelek

- I. Call to Order** – 05.19.17 Board Meeting convened at 11:05am CDT.
- II. March 31, 2017 Board of Director Meeting Minutes** – Rob offered a motion, seconded by Rich, to accept the March 31, 2017, minutes as written. The motion carried.

**III. Financial Report**

P&L		4/30/2017	4/30/2016
	April Net Income	\$2,052	\$7,562
	YTD Net Income	\$15,249	\$12,613
Balance Sheet	Total Assets		
	Liabilities & Equity	\$54,300	\$43,312

**IV. Committee Reports**

**A. 2017 Symposium**

- i. Attendee surveys were mostly very favorable for programs, speakers and the site.
- ii. There were a few complaints that the playground equipment presentation was too self-promotional. Rich reminded that speakers should be interviewed in advance to clarify our objectives. Rob added that he met with speakers in advance, and discussed that topics must be relative to the industry. He also agreed that this presentation was more self-promotional than anticipated.
- iii. Rich confirmed that speakers have now been paid.
- iv. The AV cost was very high; care to be given to negotiating AV costs for future Symposiums.
- v. Rob reported that the Nevada RAs continuing education class was well received, even though there was low attendance. He also added that there is a strong RA training program already in Nevada.
- vi. Rich suggested that future Symposium committees consider changing to a one-day event from two.
- vii. Rich reported that the 2017 CAI Annual Conference will be in Washington DC. Given the location and anticipated high cost, consideration should be given to another location. The 2018 CAI Annual Conference to be in New Orleans. Exact dates for either conference is not yet known.

**V. Annual Meeting on May 7, 2017**

- A. The 2017-18 Board of Directors was determined: President, Mike McDermott; VP, Rob Forney; Treasurer, Rich Thompson; Secretary, Megan Konecny. Ted Salgado will remain as a Board Director.

**VI. Unfinished Business**

- A. Wild Apricot Platform**– Becky reported that staff continues to audit the membership data due to the change in account managers and software platforms. Rich pointed out other website updates that are in need: 2017-18 Board of Directors and the links to social media. Becky and Katie to continue customization and report back.
- B. Membership training**- Ted Salgado to continue heading this initiative.

**VII. New Business**

- A.** Mike noted that Dale Gifford offered to head a Membership Committee while at the Symposium The Board approved Dale’s request and volunteered to participate.
- B. Legislation** – Rich reminded that there is member interest in APRA developing boiler plate legislation for states that do not have certification programs.
  - i. **All agreed that we need to form a committee to study.** Volunteers would be needed to advance objectives; Rich willing to be part of the committee.
  - ii. **Goal:** Layout strategy to develop content of boiler plate.
- C.** Becky and Katie proposed a high level plan for the board’s consideration for APRA 2017-18 marketing initiatives.

**Branding:**

- Making sure our voice and message is defined and consistent.
- Having marketing collateral available to members, so they can use on their own websites, social media pages, email signatures, etc.

**Growing Membership:**

- Investigate other organizations like CAI that count reserve advisors as members, and market to those prospective members.
- Utilize the website and social media to tout the benefits of being an APRA member. When marketing to non-members, we’ll want to make sure our various channels (specifically the website) is up-to-date and houses good, interesting content.

**Sponsorship Program:**

- Sell annual sponsorship programs to interested parties. Instead of focusing solely on the Symposium, increase the cost and utilize ways to have sponsors involved yearly.

Examples would be:

- Logo on Symposium marketing and event materials
- Year-round ads on website
- Ads on quarterly e-newsletters
- Sponsored post on e-newsletter or website

**Website/Newsletter:**

- Website needs to have up-to-date material to keep people going and increase SEO.
- With a plan for a quarterly newsletter, recruit volunteers to submit one article a year. These can be compiled for newsletter, placed on website to add content and utilized on social media.

- i. The Board discussed the proposed marketing plan and asked TEAM to research potential RAs on the CAI website and report findings on the July Board conference call.
  - ii. Consideration for plan to reach out to members/database asking for contribution of one article per month and/or use articles from APRA archives each month.
  - iii. We need to determine our sphere of interest; i.e., members, other providers.
- D.** Mike reported that [www.APRA.com](http://www.APRA.com) is available for purchase for \$6,000.

**VIII. Membership**

**A. Membership Summary**

<b>Individual Members</b>		<b>Member Companies</b>	
Total PRA Members	62	Reserve Study Provider	52
Total General Members	15	Affiliate	<u>1</u>
Total Affiliate Members	<u>2</u>	<b>Total Member Companies</b>	<b>53</b>
<b>Total Individuals</b>	<b>79</b>		

- B.** APRA members are in 15 states and BC Canada.

The meeting adjourned at 11:45am CDT.

**Next Board Meeting Conference call:** Friday, July 21, 2017 at 11:00 AM CST, 9:00 AM PST.

Respectfully submitted,

Becky Fisher, TEAM, Inc.