



Executive Board Meeting
Friday, March 15, 2019
Phone Call
1:00-3:00 PM

A. Call to Order

1. Meeting Called to order at 1:15 pm
2. On the call: Trish, Colin, Matt M, Dave G, Eric, Heather, Nate, Shelly, Vinnie, Brittany, Matt F, Sonya, Ryan, Antonio, Sarah, Greg

B. Approve Minutes from the February E-Board Meeting at University of Hartford

1. **Motion to approved the minutes made by Antonio**
 - i. Second – Sonya
 - ii. Discussion?
 - none
 - iii. **Vote 7-0-0**

C. Unfinished Business

1. RD2B updates

Trish: I don't know if Mel is joining us today she did not respond to the roll call, so I will just give a little update on what I know. We are ready to go for RD2B here at NHTI and have given her our RA staff to help with whatever Mel needs for that day.

Matt F: I just looked on the backend there are 23 people registered for RD2B as of now.

Sarah: I spoke with Mel and she will not be on the call today due to a death in the family.

2. Joint conference update

Shelly: I am very excited to share our findings with you all, I apologize for the number of emails you received from me. Nate and I visited the Kalahari Resort in Poconos with some members of MACUHO. We couldn't see part of the resort because they are building their new conference area. But the existing area is more than enough to hold us. They have a great lockable garage door thing that we could use for check in and its lockable from both sides so we can just leave the stores and check in there and not have to pack everything up each time, like we do at our conferences now.

We are 2.5 years out but if we register now we do get some discounts. The hotel rate is \$149 a night. Some of those are rooms that actually hold 6-8 people, and we do have a certain number of those reserved at the \$149 a night rate. They are including that rate for 3 nights prior and three nights after for anyone who wants to make it a bit of a little vacation. There are a lot of amenities for us including the water park, a huge Dave and Busters on steroids arcade, and gift shops. Nate anything to add?

Nate: This is a really great space for the 2020 joint conference. This is probably the best place to hold this conference. With all of the expansions and upgrades they are working on this could be a place that could host ACUHO-I one day it is that big. Everything you need is in this one place. It reminded me of a Gaylord Resort if anyone has been to one of those. There are multiple restaurants a waterpark and overall I think it could certainly host us.

Shelly: In terms of driving, I came from Boston and it took about 5.5 hours. I picked up Nate on the way and it was closer to 3 hours from UConn. It is also close to Philly and a couple smaller airports. Another wonderful thing they will send staff even for a one-day event to come and publicize our event.

Vinnie: I think it's a great option, the larger rooms are great for groups of people coming to the conference and keep the cost down. I'm personally not bringing a family but it seems like a great place for people to bring their family in addition to the conference.

Shelly: Another great thing that is included with your room stay is a certain amount of passes to grant you access to the water park. They also mentioned that there is an opportunity to have a vendor or corporate sponsor a preloaded gift card for the arcade or section off a space in the arcade just for us with appetizers and such. They also mentioned after the fact they are only 7 miles from a casino.

Vinnie: Sounds like we need NEACUHO bathing suits for the Legacy Store.

Shelly: YES! There we go!

Nate: That would be a great Legacy item that year.

Trish: I will keep that in mind. I think it looks amazing and when I was looking at the pictures it did remind me of a Gaylord Resort and the towel elephants was adorable. I think there is a lot of potential and promise for both of our organizations.

Shelly: There is also some other deals they are going to give us when we do the site visits for both NEACUHO and MACUHO. Also the little details like the elephants was not just because they are trying to impress us every room is set up like that. It reminded me a lot of going to Hershey Pennsylvania and the resorts there. The level of details in everywhere is amazing.

Matt F: I have three questions, 1, for the exhibit hall stuff, do they provide the exhibition services like pipe and drape?

Shelly: We would need to vendor out but there is a company that MACUHO has been using and it is right in that area. For AV there is a 30% discount to do it in house. That being said Ken the guy we are working with wants to do some bids from outside companies and see

how they compare to bringing someone in. Because some places can say they are giving you 30% off but then jack up their prices 30% so we are looking into that.

Matt F: In regards to the tentative schedule we are looking at 4 full days of conference experience for attendees?

Shelly: Kind of, really three and a half and we would offer some pre-conference stuff especially those coming in with a family or from a long distance.

Matt F: I think with the price point I think this all seems awesome, and I think it is almost better than what we have been offering. We have been offering \$200-\$250 for two and a half days and adding the \$75 to get a whole extra day is very cost beneficial. All in all, this all seems awesome and very reasonable, even better than what we have been seeing. The food and beverage minimum is \$56,000 for two regions. Splitting that will be close to some of the lowest we have seen. My final question how was overall customer service experience?

Nate: It was great no real concerns. The only thing that was not great and made us both think like "oooo our membership won't like this" was the check in process. But when we were there it was school vacations and there were a lot of families checking in and that took some time. But all of the staff was amazing.

Shelly: We did express that concern and they said if we had a specific check in time they could set up another check in station for us. As we end today I am jumping on another call with the MACUHO folks to start signing the contracts and stuff so do we need a formal vote?

Ryan: Trish do you want a formal vote or are you ok with a sense of the body for them to move forward?

Trish: I'm fine with a sense of the body if that's binding.

Ryan Yes, I think it is fine because we already voted to move forward with the joint conference so we can do a sense of the body to move forward. Any objections?

Hearing none the sense of the body is to move forward.

D. New Business

1. Annual Conference 2020 Site Visit Report

Dave: The time and place committee was made up of myself, Matt F, John Bragg, Vinnie, John Hurley. We looked at Westchester County above New York City area, we haven't been there since 2006 and we haven't been to Western NY since we were at RIT in 2011. So that is why we have focused on this area of the region. We visited three sites and so we decided to narrow it down by what wouldn't work for us.

For the Renaissance Westchester Hotel: there were some customer service concerns, the staff member who took us around wasn't knowledgeable. Looking at the space there wasn't enough room in the exhibit hall we would have to get really creative to make. There were also a lot of extra charges for quick turnaround of spaces and for Wi-Fi in the rooms. So we decided to rule that one out.

The Westchester Marriott was also not a good fit. The food and beverage minimum was \$70,000 which was way too high. They were also charging for Wi-Fi and there wasn't a good space for that homey NEACUHO feel we were looking for.

We think the Hilton Westchester is the place for us to host the conference these are some of the pictures of the outside area as well as the inside. The guest rooms were awesome. (Dave showed a slideshow of pictures and explained the different pictures as he went through.)

Vinnie: We stayed overnight, they knew we were coming for the sight visit they had personalized notes for us and wine and snacks. But it wasn't them just treating us nice because they were trying to impress us. When we were hanging out in the lobby the night before we noticed excellent customer service as guest were checking in and coming up to the desk.

Dave: They also had a great outside area including a bunch of different sports areas. The programming space and the grand ball room was amazing and had a lot of interesting and nice spaces. There are a lot of convenient entrances for us and our exhibitors which was really nice.

Pros for Westchester were, fantastic customer service, they were great with accommodations even as they are checking in, there is an indoor outdoor pool with 24-hour fitness center, they have their own restaurant and bar, free parking and a lot of it, large lobby and lounge spacing for networking. Great outdoor space with volleyball courts, basketball hoops etc.

They have their own tech person but we would have to hire out for pipe and drape. They have separate spaces for program committee, the annual conference committee, and legacy store their own spaces that lock. There is a complementary shuttle to the Westchester Country Airport, and the Mall.

With all the pros we do have some cons. Pipe and drape is expensive probably around \$2,500-\$3,400. Room rate is \$184 however if we shift to Wednesday, Thursday, Friday the rate goes down to \$169. But that does push the first board meeting to Saturday and I don't know if that is something we would want to explore. The food and beverage minimum is \$49,000 and this is something Ken and I have been going back and forth with the hotel about to see what we can do. Room rentals space is \$3,000 and AV would be about \$16,000 which is down from \$17,000.

Some other miscellaneous thoughts this would be a natural progression towards Poconos for the joint conference. We haven't set registration cost yet and we need to finalize that but that could resolve the extra costs. Plan B, if we don't feel like this would suit our needs I would work with Ken to look at the Syracuse Rochester area which he is already actively doing. And I would work with the time and place committee to set up another site visit at that point.

Vinnie: I think at this point we need to keep in mind the price is more, anytime we are in Metro NY the prices are never going to be lower than elsewhere in the region. I understand

the pricing puts us out of doing a conference in Manhattan but I think us trying to get as close as we can and being in Metro NY this is the pricing we are going to see.

Dave: any questions or comments?

Shelly: Couple of things, it is interesting that you think it's a natural progression moving towards the Pocono which I find as a deterrent for going there. When I think of our friends in Maine, if they are going to Westchester one year and the Poconos the next it's the same. We are in Albany NY, then Westchester which is right down the street, and then going to the Poconos. I think when you look at those spots on a map they are very close together and in a relatively similar area. I don't think we are doing a good job of spreading out right now. I don't disagree with Vinnie that we need to eat the cost at some point, I'm just not convinced that is this year. Can we at least look at Syracuse before we make a decision. I am concerned about cost especially if we don't raise the conference price we are going to lose money. Also looking at pricing my food and beverage pricing is less than yours and we are pricing for two regions and for over 400 people. So I think that there are some ways to take a look at some other options and see what the numbers look like before we make a decision.

Matt F: I was on the site visit and I agree with some of Shelly's points. I know the committee that went talked about a lot of these points as well. I am concerned with going to Syracuse. Westchester is a bit different area than Albany even though its close it is very different. Growing up in central NY, Syracuse is the same as Albany and I am worried about it being so close and very similar. If we want to look at different sites, then I think we need to look at different areas if we are going to go outside of Westchester.

Antonio: I think if anything we need to be moving back this direction and more New Hampshire, Vermont area given that we are about to go back to the Poconos after this conference.

Dave: The question I have, I think when we look at where we are having our annual conferences we were in CT, Maine, and then Mass for a while before that. I think we need to bring our events to places it hasn't been and spread it out among the region. Since we have not seen Metro NY since 2006 we also know that we have seen a drop in those numbers since then as well. So if we bring our events to those regions can we get those members more excited and bring them back to the organization.

Shelly: And that's why the conversation keeps coming up about staying in the center of the region so that the distance is the same for everyone.

Antonio: I think we need to also think about that this will be our fourth annual conference at a hotel. But I think is that additional cost worth it as we make this decision.

Sarah: I just want to reiterate that we haven't been in Western NY for an annual since 2011 and being the DC for the past couple years it is hard to get people invested in doing things because we don't do anything out here. The only thing we have done in the past couple years is an RD2B.

Nate: I think my question is for Dave are you ready to call for a vote or where do you want to go with this conversation?

Dave: I think we have two options, I like comparing and looking into Syracuse. Or voting and saying yes let's go to Westchester. Maybe we can do a sense of the body between those two options.

Vinnie: Do we have the funding to send people to Syracuse if that's what we decide?

Dave: I think we have some, but I would have to talk to Jon B about that.

Trish: I think if the group decides we want the time and place committee to go to another area we have some funds in my discretionary funds that we can utilize for that if that is what the board wants to do.

Sonya: So are you tied to those three? Why was it just those three? There are more in Westchester and I would wonder what the cost would be on those.

Dave: So Ken has been doing this for a while and he knows what we need and he calls and has them bid. We got a very limited list to start with based on cost and ease of travel. So we did pros and cons based on a bunch of those things and then we got down to these three.

Ryan: So would you like to do a sense of the body?

Sense of the body for selecting the Hilton Westchester location or searching for something in Syracuse/Rochester Area.

Pretty even split, Dave is going to take some time talk to the three P's and come up with another proposal. Dave will work with Ken to bring back more ideas and options for the next board meeting in April.

2. Self-Study feedback

Shelly: I sent out the link for the Self-Study survey and we are still slightly behind but if this goes out Monday we are totally fine with our schedule. Heather and AJ had worked on getting this to this point. I appreciate those who have reached out with minor tweaks and adjustments. I will take notes today and make sure we make those adjustments. We already have made some changes to fix minor grammatical errors. There was a request that we add more questions about the role of the DC. What do you like that your DC does? What would you like to see your DC do? Some of those types of questions have already been added in. Some executive E-board questions, how easy is it to get involved in the executive board? Does anyone have anything now or as we look through it for today?

Something that someone had given us was should we delineate the differences between Metro NY, Western NY, and Eastern NY so people would actually know where they are located? How would we separate that out?

Dave: In the by-laws or constitution it is broken down by zip code.

Vinnie: It might be interesting on that question to have another choice of “I’m not sure what district I’m in” because it might give us a good look at if a large percentage of the membership don’t know where they are it could be interesting.

Matt F: I know I was the one that made the recommendation for areas, but to Vinnie’s point it might be very beneficial to find out who doesn’t know and are we struggling with a lot of our membership in that area so I could go either way.

Shelly: Yea I think your right because we would know what district they are in and we could then know what areas we have to work in. Structure and governance feedback?

Vinnie: There was a question about the mission the scale had yes or no and I worry that there is a lot in the mission and so what do I put if I agree with half of the statement but not the other half or if I think we do one part well but not others I should be able to express that. So maybe adding in a partially agree and if you select that you then need to add in why you only partially agree.

Ryan: I like that, but maybe that can just change the format and have the mission divided up into the different areas with yes or no. I understand that adds length but that could let us know if we are meeting each area.

Shelly: So I said change it to a sliding scale and add an open ended answer to discuss what we are and aren’t doing. I will tell you from the committee, most of the committee didn’t know we had a mission and asked when and where do we use it? So we combined a couple of questions and maybe that’s where it got lost

Shelly continued to review the different areas of the self-study survey.

Ryan: One of the potential questions to add around the annual maybe adding “did you attend the business meeting?” just to see what the self-reported number looks like.

Shelly: We will add that in as a “if you attended an annual in the last five years did you attend the business meeting?”

Matt M: Just wondering if it makes sense to do two pages one for the drive ins and one for annual conference. Might be interesting to see why didn’t you attend the drive in versus why didn’t you attend the annual. Those answers could be very different and help us evaluate the conference locations and prices.

Shelly: I like that idea but part of what we are doing is making sure that when someone opens the survey they don’t freak out at how long it is. So we will try to see if there is a way to add that in.

Ryan: I think we need to expand the list of other organizations that members may be involved in. I think there are some smaller organizations that people are involved with that aren’t represented.

Shelly: I think your right, we do have other and then they can fill it in. Because I think it goes back to the length issue again. We could expand the list of options but how expansive does

that need to be and where do we draw the line. So we could have a list of 25 organizations but what are people's thoughts?

Antonio: I think that I agree with Ryan, I think we need to have more regional organizations and not focus on comparing ourselves to national organizations but more regional ones.

Shelly: What if we remove the choices and just ask them to list the organizations that your office is a part of and then which organizations that you're individually apart of?

Antonio: beautiful.

Shelly: ok perfect. Another thought I had was could we offer to have anyone who fills out the survey to be entered into a drawing to have their registration fee waved for the Albany Annual?

Ryan: There was nothing budgeted for that, so unless we build that in or budget that out there is nothing technically available for that. You could work with Trish or Jon B to use Trish's discretionary funds or to budget that out.

Trish: Given the timeline and wanting to incentivize people to fill out the survey I'm ok with using discretionary funding for that for the one conference.

E. Board Reports

1. Annual Conference – We are firming up details and putting together a proposed budget. Information coming out shortly about program proposals we are a little behind we should have that out shortly.
2. Assessment – EDI assessment is done and sent to Abigail, RD2B and NPI and MLI is going to be ready before those events
3. Corporate Relations – Working with conference committee and talking about exhibit and sponsorship opportunities. Plan is for registration to go live hopefully May 1 for exhibit halls. Look to get sponsorship in early June based on the feedback saying they want 3-6 month out. WPI is already down one staff member and as of March 29th will be down another and so I will be unable to attend anything for April. Antonio is going to step up and help me out and be the in person Corporate Relation through the end of the year. I'm still available via email
4. EDI – the book club has been launched. Please forward those emails to other colleagues that maybe interested and have not received that communication. Hoping to offer a EDI Webinar in the coming months.
5. Media and Pub – no update other than continual ask for articles. Navigator will be up soon.
6. Membership – working on membership renewals and will be catching up on membership things next week.
7. Parliamentarian- working on hotels for site visit and NPI/MLI and we should be good to go.

8. Professional Development – MLI and NPI is coming along, finalizing sessions, keynotes, and presenters. Working on finalizing mentors will be reaching out to the board for some help.
9. ResOps – closed out the budget, reviewed the evaluation which had an 83% satisfaction for the conference with good feedback. Best of ResOps sessions was accepted for the annual.
10. ResED – no report
11. Self-Study – nothing additional
12. Web Master – working on registration for the three upcoming conferences
13. CT/RI – Continuing to reach out to schools who have not reregistered or are not registered. Planning two 2 events one in Newport RI and roundtable in CT
14. Mass – We're hosting a Social Media Integration Roundtable with BACHA on Wednesday, March 20th at Suffolk University. As of right now, there are 17 registrants and they range in experience from across MA. The roundtable will include a presentation from Gaby Cordoza, Senior Associate Director of Social Media at Bentley University. She will be talking about social media at Bentley and how other universities, in particular Res Life, can better engage with students, parents, alums, and prospective students. Additionally, we're exploring the possibility of doing a Zoom/Go-to-Meeting for the roundtable. We hosted a success All of the Above Conference with NASPA Region 1, BACHA, & NECPA that had 72 attendees. It was hosted at Boston College and Dave Grimes served as a mentor/resume reviewer and Melody Smith presented.
15. Metro NY – next two get together hopefully one in early summer in Manhattan and then one later on Long Island. Westchester Directors are trying to get together and exploring some little sub region within the regions. Maybe something to explore more and support them in that.
16. NH/Maine – working with RLAGS group again and seeing what their plans are and if they are going to be requesting fund again. Waiting to hear from Kim Next week and do another round of emails for registration.
17. Western NY – similarly we are down staff members and have been out of work recovering from surgery and will get back to reaching out to schools when she is back at work.
18. Treasurer – As of this morning our account balances are at: Reserve: \$62,345.33, Operating: \$58,381.09

The Finance Committee will be reviewing the NPI/MLI budget and should have that to the board next week for a vote. The Finance Committee will also be holding a meeting ahead of the next board meeting to review the requests for the operating budget for next fiscal year, and reviewing financial guidelines. I will also be reaching out to Joyce Gulliver, who we work with to file Taxes for the organization ahead of the filing deadline in April. I will be reaching out if there are any specific items I need in regards to taxes.

19. Treasurer Elect – nothing additional

20. Past Pres – will be at RD2B for Legacy Sales, wanted to put out the ideas for the Legacy Store sales. We have the grey hoodie for \$25, the sweat pants for \$20, and the long sleeve tees for \$10. Is anyone opposed? No one opposed
Prepping for upcoming elections which will be going out around the middle of April and wrap up in the middle of June before ResED.
21. Pres Elect- Will be working on the annual conference and will go back to speak with Ken about some other options and then I will be starting up the appointed board member selection process coming in June.
22. Pres Update – ACUHO-I is promoting the institute which is a preconference before the Toronto conference and will be sharing that with our membership. Working with Tim on fundraising stuff like a bucket collecting program similar to the MACUHO basket program. We will be talking to everyone in April about what the board can be donating as a trial for ResEd in June and we want to be deliberate in how we are collecting money so we are not hurting Legacy.

I also on behalf of Ken Smith who was in the hospital. Last I hear he was doing well and things were looking optimistic. Reviewing proposal for annual conference. NEACUHO awarded \$950 for NHTI to Chloe Beck, she was the only one to apply for the scholarship and her request was well below what we had and so we went ahead and approved that.

F. Information for DCs to Share with their Districts

Antonio: when are we getting the NPI and MLI budgets approved?

Trish: finance committee is still working on them and we will be working on getting that to the board then.

Antonio: My concern is; do we need to just open registration so it doesn't hurt the conference by not having enough time for people to register?

Trish: I don't know if we can do that without approving the budget because that's what dictates the registration fee.

Antonio: We did it at the beginning of the year with RD2B so I think we need to do something similar so that this conference has a chance to be successful.

Ryan: There is no formal motion at this time.

Eric: I motion to open registration for NPI/MLI for a \$40 registration fee

i. Antonio Second

ii. Discussion?

- Matt F: do we know what the proposed amount was versus the actual cost from last year?
- Brendon: last year's registration cost was \$40.
- Sonya: this year's proposed cost was also \$40.

Voting 6-0-0 vote passes

Ryan: Registration can be opened with a \$40 registration. Regardless of if anything else comes back

G. Adjournment

1. **Motion to Adjourn the meeting made by**
 - i. **Meeting Adjourned at 2:52 pm**