



Executive Board Meeting Tuesday, October 1, 2019 Desmond Hotel  
1:00-5:00 PM

A. Call to Order at 1:07 pm

In the room: Brendon, Brittany, Heather, Kim, Matt F, Nate, Shelly, John, Sonya, Vinnie, Tim, Antonio, Sarah, Mel, Ange, AJ, Greg, Eric, Abigail, Matt M, Kevin, Trish, Dave, Zach, Colin

B. Approve Minutes from the September virtual meeting

Motion by Shelly second by Dave G

Discussion none

Vote 10-0-0

C. Unfinished Business

1. Annual Conference Updates!

Brittany - registration is 175 totals, 157 for full conference

There is technology at each of the banquets, but we will need help getting presentations on the laptops and getting that up and running. We have 31 volunteers and Danielle is coordinating that.

Exhibit Hall - please be very engaged and attentive to those coming in to spend time with us. Matt will cover more later.

Basket Raffle will be side by side with Legacy in room 120 which is right next to the registration room. Will move the baskets as needed.

Night on the town, there is transportation provided, there is a schedule in the guidebook app. Tons of fun activities! including Axe throwing. There is a hotel shuttle that will go locally.

Banquet on Thursday and Friday Lunch, when you check in do not lose the meal tickets because if you do not have a ticket you do not eat. See Brendon or Brittany to correct any issues.

If you have any video in your presentation but please arrive a few minutes early to test the audio before your presenting.

Guidebook is up if you need anything or see anything wrong with guidebook please email Brendon or Brittany.

Matt F - 36 booths including compass members, 3 have double booths as platinum members. 7 compass members will be in the courtyard to showcase them. We are \$1,075 short of hitting the budgeted amount. We do have tables for committees, 2020 conference table, travel Niagara table, Res Ed, Res Ops, strategic planning, etc. There will be exhibitor hall trivia for gift cards. Please make sure you hit every table and thank them for coming and really engage with them so that they will come back. Got baskets for the ACUHO-I Foundation raffle. Have raised \$13,325 in sponsorships.

## 2. Transition Updates

### i. Transition Reports

Turn it in to Dave because he's taking over this week

### ii. Transition Checklist

## D. New Business

### 1. Our story through assessment – Heather

a. 2018-2019 assessment story for the year. 9 conferences this year

#### b. Questions?

i. We need to use this data for promotions of future conferences and are we utilizing this to inform the next year conferences? Answer was yes, we do distribute that to the people running the conferences and they are all on the website for everyone to review. Friday we will be comparing all three years that we have data on at the board meeting.

ii. RD2B has really utilized the assessment packets and has seen their formats changed based on the feedback we have received. Toolkit went from three days to two days is another example

### 2. Res Ops Budget

a. Jon B - budget looks the same, only thing would be the members/nonmembers. Budget is currently budget neutral, but a discussion should be had about membership prices.

b. We agreed to lower the cost of membership in September. But should we raise the price of the drive ins to raise some money to help make up some of the budget deficit.

c. What if we raise the member rate to \$55 and raise the nonmember rate to \$70 and that would give us an \$1,100 increase. Raising drive ins to \$55 with the exception of rd2bs.

Point of interest the Res Ops drive in has been as high as \$125 and it was sold out.

### **Motion to approve the Res Ops Budget made by Matt (res ops)**

#### **Second Sarah**

#### **Discussion**

talk about raising the registration costs, to \$55 for members and \$70.

It is not a lot of money for a day drive in with two meals. And we need to look at setting one rate that we can advertise and promote in the membership perks. And then have the conference chairs to work within that budget. If we tell people, this is the cost of the drive ins and then people can plan accordingly as opposed to sending out rates three weeks ahead of time when people have things already planned.

At a negative \$14,000 annual deficit we will go bankrupt if we don't do something, and this is something that we can do to help. And Res Ops is a conference that we usually make money on and we are not that lucky in our other conferences. We are also going to Manhattan and so we have may have not accounted for all the costs so are we going to lose money based on the location.

**Friendly amendment by Tim to raise the cost to \$55 for members and \$70 for nonmembers.**

**Second by Nate**

POI - we don't account for nonmembers in the budget so changing that rate doesn't change the budget.

There is some wiggle room in the budget that could potentially lower the cost of the budget.

Why is 55 the number? We added 15 to the set rates. Antonio is concerned about why it is \$15.

Where are we going with raising the fees, we need to look at all the drive ins to come up with a reasonable number to raise the rate as opposed to a random number.

Trish - if we could cut the deficit in about half that's better. With these numbers we are figuring about 2,400 profit per conference and we know it will be more because of nonmember registration time 3 conferences that's more than half of our deficit.

Kim - we need to catch up with the times, 55 is nothing compared, and we need to catch up with other organizations to get with the times. Can we have a plan for the year so that we don't keep having this same conversation for each conference.

That's something the strategic track force needs to look at specifically the finance team to figure that out moving forward.

Some voices from the chair who plan the conferences, they don't look at what's best for NEACUHO they just look at what the budget was last year and copy that for the next year. Which has led to the stagnation of the prices.

**Vote on the friendly amendment**

**8-0-0 lost Jenn on the phone and Sonya stepped out.**

Further discussion on the budget

How many Corp affiliates did we get last year? 6 that paid, one paid even though that shouldn't have as a compass member

**Vote on the budget**

**8-0-0 passes**

3. RD2BBudget

## **Motion by Sarah to pass the RD2B budget second by Nate**

### **Discussion**

Should we raise registration prices? Since its targeted for undergrads we should not raise it

## **Friendly amendment by Jon to add a nonmember rate of \$40 seconded by Nate**

### **Discussion**

Talk about chaperone cost being raised as well, that cost comes down to food cost maybe we can go up like \$5 because they are not getting a lot out of the day other than being a chaperone.

We cap attendance at 50 students, so if we are looking at making a profit, we are not going to make a huge gain anywhere. Making a small gain at the pro staff level and since we struggle to get mentors and we don't want to impede that too much.

Friendly amendment withdrawn

## **Vote on original motion passes 8-0-0**

### **3. Board Reports**

- a. Greg - website - got someone for the webmaster position and working on getting that all up and running and updating the site. Think we can utilize it better than we do, and the 3 Ps need to look at the position and how it is run
- b. AJ - work with Shelly to complete the self-study and will have sessions to talk about it.
- c. Ange - ResEd had a call with the new person and have begun the transition process. Looking at the costs of the budget and making sure we have good sized rooms for everyone
- d. Mel - Kevin and I are putting on a welcome orientation. The Seek and Find will be updated and handed out, there will be a lot of gift cards given away.
- e. Sarah - just transitioning off the board
- f. Antonio - Mass basket is awesome so looking forward to that.
- g. Tim - Thank you to every board member who donated. We did achieve that, and we are the only region to achieve every board member participation. One of the members in the region donated \$35,000 to the foundation in the name of the region. But from the board was over \$10,000 which is amazing. We have 21 baskets and Tim will be taking money through every possible form at the conference. MACUHO gets 100% participation of annual conference participants so they are very close to us but it's a huge year for the organization. Looking to do the same challenge next year with the board. \$50,320.44 raised this year from NEACUHO.
- h. Vinnie - last week had a call in and didn't have a lot of participation but the idea is a good one and easily transferable for other districts. Next drive in is in Stonybrook, also realized they are not a member so they are trying to get in will be on November 14th, and in-house professional development. Sent out info on a mentorship program.
- i. Sonya - no report

- j. Jon – operating \$91,120.74 reserve \$62,345.33 - about \$3,500 lower than last year. The high point for the year is today or tomorrow and then we start paying for the conferences, will be working with the legacy fund and making sure we have everything ready to go for the next board.
- k. Shelly - dragging AJ through the last two presentations. Doing a presentation about the 2021 site and will be sharing an update this year. Very last NEACUHO meeting and starting a new job out of housing yesterday.
- l. Nate - Legacy store, new items are in they are jackets which are very cool with a matching beanie hat. By popular demand we have NEACUHO Fanny packs. Updated the prices for donations. We have not reordered any of the old products so what we have is what we have. 14 legacy scholarships were given out and last year we only have 7. We did give out the bargain deal for the hotel rooms, we gave out 8 of those. Awards are ready and will be given out some awards at the banquet. This is Nates last board meeting and he is forever grateful and thankful for everyone.
- m. Kim - gave membership as of sept 26 we are at 112 members, Mass – 34, Maine/NH – 13, East NY/VT – 13, Metro NY - 16, West NY – 18, CT/RI- 18. XL – 18, L – 33, M – 35, S – 26. Went through all the past membership data we are 26 school who have not returned and will be doing outreach in the coming year to get them to come back. We do have two brand new school did join the organization. Have been getting contacted for invoices so those numbers may jump up.
- n. Heather - assessment is ready for the annual.
- o. Colin – no report
- p. Zach – social
- q. Dave - Strategic plan task force is on the rise, we did have a small number apply and they have selected the sub chairs. There is a strategic plan session during the conference.
- r. Trish - wrapping up and getting ready for Dave to take over.
- s. Kevin - nothing new tool kits are done, working on transitioning documents. NYU has brought two baskets.
- t. Matt – Res Ops budget approved and have postcards to hand out at the conference.
- u. Danielle - Preconference Navigator went out over the weekend. Having people nominate spotlights for people in the region. There is a link in the navigator to submit a highlight. Looking to start on breaking down the list serve questions in the navigator and this way they have a call back and close that circle. Looking to build the Instagram and help get that out there.
- v. Abigail - had a webinar over the summer and had 70 people at least call in. Had about 40 people signed up for another one but that was cancelled, 19 people signed up for the professionals of color institute signed up for tomorrow.
- w. Eric - Reached out to the incoming coordinator and will help transition with chuck moving forward.

F. Information for DCs to Share with their District

Acknowledgements will be going out again and make sure we submit those.

16 registrants for the SHO summit.

G. Adjournment at 3:02 pm

Dinner is at 6:00 pm at

Delmonico's Italian Steakhouse – Albany, NY

1553 Central Avenue, Albany NY 12205