

SCASLA – Business Meeting 3

Conference Call
December 20, 2016

Attending: Holley Bloss Owings, **Christa Jordan**, Jamie Hairfield, Kristina Harvey, **Kathleen Duncan**, **Clint Rigsby**, **Maria Ghys Drawdy**, Patrick Livingston, Erika Meuller, **Sarah Marrs**, Olin Smith, **Natasha Sexton**

- I. Meeting called to order by Clint, 12:05 p.m.
- II. Minutes from November 19 retreat
 - a. **Clint motioned to approve minutes as amended and resent during the conference call. Natasha seconded. unanimously approved.**
- III. Trustee Report – Bill not present
- IV. Southeast Annual Conference – Clint - Intended to be a regional meeting, as opposed to a tristate meeting. This is SC's year to host the tristate meeting, although we have forfeited to allow NC to host the SE conference, June 8-10 (Thursday-Saturday).
 - a. Draft information sent 12/19: MOU – could be used for future regional conferences, including conferences coordinated to more than three states. A regional conference this year on the east coast was planned to offer a more local, large conference alternative to the west-coast annual ASLA conference. Participating chapters differentiated from the hosting chapters. Participating chapters assist in planning, publicizing, soliciting speakers and expo sponsors (initial feedback from sponsors is positive due to wider-reaching audience), as well as some during-event duties to be performed by Excomm.
 - i. Fiduciary determination – revenue streams are broken down into three sections: registration fees, sponsorship, award submittal fees. Revenues first cover the cost of the conference, and is otherwise split into three equal parts for each of the three states.
 1. Losses – Who is liable? Concerns focus around accepting liability when we have little control over the planning, venue, etc. of the conference. The losses would also be divided equally among the three states.
 - ii. Discussion:
 1. Registration fees? \$295 for early bird. Cocktail registrations, \$45. Hotel, \$200. Concern about this cost of attending. Sponsor fees are an ongoing topic of discussion, such as tiered or premium options, but are not yet finalized.
 2. How is this difference between this and a tristate conference? Estimate 400 people attending, perhaps 40 from SC. SC typically sees 100-120 attendees per year for annual meetings, depending on what else is going on, but this includes Excomm and speakers. GA tristate meeting was very good (Atlanta is home to a majority of that state's members, and speaker line-up was good). Entertaining idea of including honorarium in budget to secure speakers with regional attraction.
 3. Considered possibility of not continuing in this regional endeavor. If we back out altogether at this point, we forfeit any revenue from our chapter attendees unless we negotiate a more traditional tristate agreement. Also want to foster a broader collaboration across the region. See possibility for less work, more revenue with this conference, with opportunity for an additional one-day conference in the state. See this as a benefit to our members to collaborate, but need also to provide plenty of options for CE for those unable to attend the regional conference. Regional awards are a draw.

- iii. **Vote:** Consensus vote to participate in the conference with GA and NC: Christa motioned, Maria seconded. Passed unanimously. **Please share concerns with Kathleen and Clint this afternoon.**
- V. Annual Sponsorship – Sarah – Tiered sponsorship package. Some edits provided. Motion to approve sponsorship package as amended during discussion, Kathleen, Seconded by Natasha. Passed unanimously.
- VI. Council of Fellows Nomination – Kathleen moved to move forward with nomination Mary Padua and Mark Baker. Sarah seconded. Passed unanimously.
- VII. Annual Budget Review and Approval – Tabled this and other agenda topics until next meeting.
- VIII. Adjourn – 1:27 p.m. Clint motioned, Kathleen seconded. Passed unanimously.