



## KC APA Board Meeting

Monday  
November 19, 2012  
4:30 PM

Development Initiatives  
River Market  
Kansas City, MO 64105

### **Present:**

Shannon Jaax  
Diane Binkley  
Joe Rexwinkle  
Kathy Kem

Jim Potter-Absent  
Ryan McKay  
Amanda DeBrot  
Doug Hermes-Absent

### **Meeting Minutes**

#### **1. Approval of Minutes – September & October**

Diane made a motion and Joe seconded to approve minutes for both September and October with the edits that Shannon had emailed the board.

#### **2. Treasurer's Report – J. Rexwinkle**

##### **a. Monthly Report**

Review of report shows:

- Deposit for annual event.
- Pier Ponto charge with Mitch Silver.
- Remaining report shows normal monthly activities.

##### **b. 2013 Draft Budget**

- Today's balance including the proceeds from the conference is a little under \$34,000, and all of the bills are paid. The contract for the bi-state conference is that the section will receive 50% of all revenue and Chapters will receive 25% each. The bi-state proceeds will go down to about \$28,000 after adjustments. The section should receive about \$14,000.
- The 2013 Budget shows \$13,500 to be a little conservative. Next year shows reduced sponsorships since we have hit them so hard in the past year. Will ask for a 2 year commitment with potentially a discount for 2 years. Highlights of the budget include:
  - Dues: Going down every year, so will also go down in next year's budget.
  - Affiliate Memberships:

- Special Assessments: Deleted. Nothing was budgeted, so removed.
- Events: Change budget to be the same as 2012. Talked about doing more enhanced events. This may cost a little more money. Maybe increase the expense side. Revenue can remain \$3000.
- Annual event should be about the same.
- Revenue side did not break out by 'type' of event, but did on Expenditures.
- Sponsorships: Keep at \$3500 in budget but keep goal at \$5000. However, since this will be at annual event, we will keep at \$5000.
- Regular Events-Same as 2012
- Business Meeting, Same as 2012.
- Student Outreach, did not spend anything in 2012.
- Communications: Budget for assistance next year. Didn't spend anything this year.
- Other: The expenses in 2012 were for PierPonts and BoLings.
- \$10,050 Revenues for 2013
- \$11,001 Expenditures for 2013
- National Speaker had been a previous topic. If we list separately it will show as a highlight for the section. Board agreed to add an additional event category called 'Speaker Series' \$1000 and change regular events to \$2000.
- Amanda will check on 'GoDaddy' expenses to see if can lock in last year's price. Recently increased by \$2.00. She said that we may need to pay one year in advance to get the reduced price. This shouldn't be a problem with the cash reserves.
- Need to prepare copies of the budget for the Annual Meeting.
- According to the bank there is no 'owner' of this account only people assigned for maintenance. Joe suggests that when the new board comes on board that the President becomes the 'Owner' and anyone else be assigned as maintenance signature.

### 3. Committee Activities

- a. Programs/Professional Development Committee – D. Binckley/S. Lachky
  - 2012/13 Programming
    - Housing event 2 weeks ago. Talked with Govt Training Institute (GTI), and has Power Point. Presenter wasn't too familiar with KC. Sold out event (about 30 attendees or so).
    - Annual Meeting & Social
 

Joe has put the deposit down on the space. Ipod hookups for music and TV for playing presentations have been confirmed. Each member will receive 2 drink tickets (Members only). There will be a charge of \$10 for non-members. There will be no-charge for members and sponsors. The event is scheduled from 5:30 to 7:30. Amanda will make sure we have the flyer for the event out by Tuesday, Nov 27<sup>th</sup>. The flyer will also show where parking is available. Date is Thursday,

- December 6<sup>th</sup> at the Cashew. Be sure to include sponsors in email distribution.
  - Boulevard Event is Wednesday, March 6<sup>th</sup>. Stephen handed out Event Summary. Will need logos at least 6 weeks before event for glasses.
  - Get sponsorship info out by the annual event. Same as last year. If commit for 2 years then offer 10% discount. Amanda will get this together.
  - Charge is \$1750 for the rental fee for the space.
  - Stephen will prepare copies of review of 2012 events for the Annual Event.
  - 2012 Bi-State Conference
    - Debrief & Post-Conference Activities. Already covered.
- b. Communications Committee – A. Debrot/K. Kem
  - Newsletter status.
    - Doug’s email for job opening. Amanda got another job listing today that Kathy forwarded her.
    - Send items by the 27<sup>th</sup>, plan to publish by 29<sup>th</sup>.
    - Budget info.
    - December 3 and 4<sup>th</sup> event. (City Age conference)
    - New Partners for Smart Growth event, February 7-9, Kansas City Convention Center.
    - Amanda will send an additional notice for the annual event.
  - Website updates.
    - Job postings
    - Events
    - Budget
    - Newsletters
    - Minutes (2012)
    - Conference presentations – post to website. Shannon has received from 7 to 10 requests. PDF’s of presentations from bi-state. Shannon will send to Amanda.
  - 2012 Year in Review-update is above.
  - Consultant update. Scope of work briefly described by Amanda.
    - Email notices/event invitations
    - Monthly Newsletters
    - Communication with Communications committee regarding website.
    - End of year graphics
    - Sponsor boards
    - Event signage.
    - Diane talked about using AIA for our budget, graphics, newsletters, etc They would become the admin for the group. They already do it for other groups. Also becomes an opportunity to foster relationship with AIA and other groups. Can scale the services you need with them. Can also use their event space as part of this package. Diane will try to get a meeting next week to talk about what they offer.
- c. Development Committee – S. Jaax

- Begin planning for 2013 sponsorships.
- d. Public Outreach/Education Committee – J. Rexwinkle.  
Joe has been looking for curriculum. Diane and others suggested something similar to ‘Boxhattan’ in Manhattan since they already have a curriculum. Suggest coordinating with KSU to try to bring something like that here in the KC Urban area. Diane has a contact with KSU for this program she will contact.
- e. Legislative Committee- D. Hermes/R. McKay. Nothing right now. Maybe pre-filings soon.

#### **4. Other Business**

- Elections Update –K. Kem
  - Send Amanda new board.
- 2013 Priorities – D. Binckley. Diane briefly listed the priorities for next year. These will covered more fully at the next board meeting.
  - Coordinate with other professional organizations.
  - Work with UMKC to get them accredited.
  - More outreach.

**5. Adjourn .** Meeting was adjourned at 6:00 p.m.

**Next Meeting: Monday, December 16, 2012 at 4:30PM**

**Respectfully Submitted**



**Kathy Kem  
KC-APA Board Secretary**