

PROFESSIONAL FRATERNITY ASSOCIATION
Board Meeting Minutes - Teleconference
November 28, 2017

Call opened by President Andrew Sagan at 1:00 PM EST

Roll Call: Quorum is present.

Andrew Sagan, President

Tony Chaffee, Vice-President

Jon Salvani, Treasurer

Tiffany Ellis, Associate Member Liaison

Ex-officio Ann Devine, Executive Director (and acting Secretary)

Not Present: Kimberly Martin-Boyd, Secretary

MANAGEMENT CONTRACT: Andrew discussed the review of the proposals to replace Ann Devine as the Executive Director. He reiterated what he presented in his email and recommended that we contract with Synergos Association Management. The Board unanimously supported the decision to start the contract phase with Synergos with the following points to be considered in the contract (motion by Jon Salvani, seconded by Tiffany Ellis):

- 1) 15 hours per week should be worded to an average of 15 hours per week, understanding that some weeks may require no attention to PFA, and the three months preceding convention may require up to 40 hours per week.
- 2) Maybe a provision for soliciting new potential members, or incentives to do so.
- 3) Suggest we add full convention planning, including initial agenda submitted to the Board for review and the securing of speakers for each convention, within the Board's budget.
- 4) Suggest we make clear that that the fee is inclusive of all office supplies, telephone, copier, etc. Obviously, expenses related to the convention, such as printing of the directory, and staff expenses to/from the convention are separate, as is the ED's travel and other expenses to the mid-year meeting are not included in the fee.
- 5) Suggest adding the oversight of the Awards and Nomination committees.
- 6) Suggest adding one year trial.
- 7) It was important that Lane Velayo be titled the Executive Director.

After the contract is completed between Synergos and Andrew Sagan, the transition will begin immediately.

NEW CONVENTION DATES: Andrew Sagan asked the Board to think seriously about moving the convention to a time frame earlier in the year, possibly end of April, early May. The reasons for this are the following:

1. Most all of our fraternal members have their own convention in the July to late August time frame. Making it a very busy time with all of the post-convention business to be done.
2. From a PFA Executive Director standpoint, it is very difficult to get fraternal members to pay dues and/or register for the convention, because they are at their own conventions. Associate members and the hotel are looking for fraternal member attendance numbers much sooner than available because of number 1.
3. September is prime hurricane season, and we do not want to discount Southeast USA or TX locations as a potential PFA convention site because of possible hurricanes.
4. Fall regional conferences of their fraternities are another issue for many fraternal members. These start immediately after the PFA Convention.

Ann Devine was instructed to send a vote to the Board to approve/disapprove the change of dates to earlier in the year. If the vote is approved, she should develop a survey to the membership to get their input and feedback.

Tiffany Ellis suggested that if a majority of our members would be open to a date earlier in the year, that we see if 2019 location would move the date.

ASSOCIATE MEMBER FEEDBACK:

Tiffany Ellis queried the Associate Members at the 2017 Convention on the following points, with their responses as follows:

1. Are you happy with the exhibitor setup?
Some thought the coordination for shipping was difficult. Some said the location of the booth was not optimal for generating traffic.
2. Are you happy with the agenda?
A few thought it would be better to streamline the agenda so exhibitors can leave. Someone said 2 ½ hr. AM block one day after keynote/lunch & then one day 2 ½ hr. PM block after lunch.
3. Speed dating work well for you?
A few thought a reverse tradeshow format. Another idea was to use a stamp card & qualify for a prize. Or, do we fine tune and keep speed dating? Sponsorship- would you want to sponsor an event if there were more opportunities? Some thoughts were to have sponsored exhibit breaks with a lounge area in the exhibit room. Another idea was sponsored bags & have those bags be used for the registration packet & to carry around the tradeshow floor. What about a sponsored cocktail hour? Other ideas for sponsorship?
4. Was your table size adequate?
Some would have liked a bigger area.
5. Exhibitors thought that members are only qualified to receive door prizes.
6. It was suggested to hold a panel discussion session where 4-5 directors tell what they look for in choosing a city for their meeting -followed by a Q & A for associate members.
7. Create new sponsorship opportunities; for e.g., Bags, cocktail hour with a lounge area in the exhibit area, ads in the directory and monthly newsletter. They would like more exposure for their company.
8. Would like to see a reverse trade show format, and while they liked the "speed dating," they would like to see it improved.
9. Suggested the following exhibit times: Friday 2.5 hours in the pm, and Saturday 2.5 hours in the AM.

This was excellent feedback. In conjunction with the Associate Member survey responses, this feedback will help plan the convention agenda, which will be finalized by the Synergos Association.

ACTION ITEM: The Board should review the 2017 Convention survey feedback from both Fraternal and Associate members. They were sent the login and password for surveymonkey.com

CONSTITUTION & BY-LAW AMENDMENT: Ann Devine asked the Board to consider changing the amendment that requires membership to vote for new potential members back to 2016 September change. Prior to the change, the Board was given the power to accept or reject potential members. After the amendment change in September, approval of new members required all fraternal members to vote and a majority of those voting approved. According to the amendment, those not voting were viewed as approving. Thus, approval of new potential members requires an extra step that is not needed. The Board is extremely capable of making this decision. The majority of the membership do not respond to the voting without multiple reminders, and if they don't vote, they are considered a yes. This is also a time consuming activity that can be better spent on other PFA activities.

The Board agreed to put forth an amendment to change the voting process for new members back to the Board. Ann Devine was asked to create the amendment and route to the Board for approval. Then, it will be sent to the membership via an email or constant contact for their approval.

NEXT BOARD MEETING: The Board will conduct a face-to-face meeting after January. It was suggested that would take place either in Chicago O'Hare area or at Synergos' offices in Indianapolis.

The meeting was adjourned at 2:00 PM EST

Submitted by
Ann Devine, Acting Secretary