

American Academy of Certified Public Managers®
Board of Directors Teleconference Meeting
August 8, 2018

Board Members Present: Loretta Tillery, Chair; Becky Bryant, Past Chair; Dennis Martino, Chair-Elect; Bill Herman, Secretary; and Debbie Smith, Treasurer

Board Members Absent: Dan Matthys, Director of Education and Rick Ward-Harder, Director of Communications

Also Present: Patty Morgan, Red Shoe Solutions

The Chair convened the meeting at 1:03 PM (EST).

July 11, 2018 Meeting Minutes:

The Chair asked if there were any changes or additions to the minutes of the July 11, 2018 teleconference meeting. There being none, the Chair indicated without objection, the minutes are approved as presented.

Report by Patty Morgan:

Patty Morgan reported the AACPM membership lists have been entered into the systems maintained by the NCPMC under our Partnership Agreement. She noted the AACPM is provided 250 “contacts” in the system and currently has 236. Due to the change in operations, the members transferred from ASPA have been “archived” and the Academy has a list of 113 full members, one emerging member and one retired member. All AACPM membership renewal notices have been sent and, since June 30th, the AACPM has 23 active members, one active emerging member and one active retired member renew their membership. Patty reported all of the individuals in the archived ASPA list are being sent invitations to join the AACPM.

Noting the AACPM is approaching the 250 threshold provided in the partnership agreement, Patty indicated she will develop specific costs for the AACPM Board’s consideration on potentially expanding the number of contacts. She indicated there is a bit of a complicated calculation that would need to be done on a pro-rated basis.

Several AACPM Board members expressed interest in needing to work out how the AACPM can reach out to the CPM Program Directors with a letter, proclamation and membership information that could be shared with the graduating students in their programs. Dennis Martino indicated most Program Directors will make the information available if requested, and also will allow local CPM alumni or Society members to make a presentation at final classes or have a presence at the graduation ceremony.

Loretta Tillery noted there is some concern that e-mail notices, invoices and receipts are going out to AACPM members under the name of the National Certified Public Manager Consortium with the American Academy of Certified Public Managers a secondary name. She indicated several Board members are concerned about not clearly showing the AACPM as a separate entity in this fashion. Patty indicated she will do what she can to make adjustments. Items being individually generated can easily be changed, but the e-mail system will be difficult as it is a system function. She indicated once the Consortium has completed its dues collection, she would be able to switch the system to be from the AACPM, but she didn't believe that could happen until November.

Moving forward, Patty indicated she will update the AACPM Board weekly on membership and conference registration, most likely on Fridays.

Turning to the Annual Meeting, Patty noted the conference registration system is up online and, as of this meeting, there were nine registrants. She indicated she was waiting on speaker approval of an outreach piece for the conference, and she would then send a notice to all active and archived individuals in the AACPM system.

Loretta Tillery indicated she felt the AACPM needs to confirm the Carter Center visit and the motor coach to get there.

Becky Bryant also requested information be provide on the second keynote speaker, Douglas Wilson. She felt the AACPM needed to provide as much conference content information as possible on the web site to enable individuals to potentially gain employer support for attending the event.

Becky also suggested the AACPM needs to reach out to CPM Program Directors with information to be able to promote the conference to their graduates and students. Patty indicated the topic is on the agenda for the next NCPMC Executive Committee meeting.

Loretta Tillery asked how AACPM members are being notified of the ASPA group membership benefits they can access as an AACPM member. Becky noted she is sending a list of AACPM members to ASPA and the ASPA benefit is listed in the letter sent to new and renewing AACPM members from the President.

Patty Morgan left the meeting at 1:25 PM

Red Shoe Solutions and AACPM

Loretta inquired of Board members their impressions of the service from Red Shoe following the first month of the new relationship with the AACPM. Dennis Martino offered he felt things were going well from a start-up perspective and that Patty Morgan was very responsive and good to deal with. Debbie Smith and Becky Bryant offered similar impressions.

Dennis expressed concern about attendance at the Atlanta conference. He felt the anticipated 25 person attendance would be the maximum we might see, relating a conversation he had with a CPM Program Director who indicated members of her state's alumni association has indicated why they would pay \$50 to join an organization only to have the ability to pay a lot more money to go to an annual event.

Becky Bryant indicated individuals are concerned of what value the conference program offerings will be to the attendees. She felt they needed to have a strong line-up and content information available to enable individuals to potentially seek employer support for attendance. She felt the AACPM had not yet provided a lot of online information to provide the "wow" factor to make folks want to attend. Becky felt the AACPM needs to do better in articulating reasons and benefits for attending the conference.

Loretta Tillery suggested a conference call including Dennis Martino, Becky Bryant, Bill Herman and herself should be held to finalize the details and information required for the conference.

Dennis Martino offered to draft an initial "Five Reasons to Attend" flier for the Board's consideration.

Treasurer's Report:

Debbie Smith reported on the Academy's finances as of August 8, 2018, and that all current obligations have been paid and cleared, including the payments for the ASPA Annual Group Membership Agreement and the NCPMC Services Agreement.

The Treasurer has reviewed the 2015-2016 dues remittances from ASPA and from the AACPM to the member societies. She indicated all remittances were completed to the then active societies in AR, NJ, NC, NH, OK, UT and WI with checks issued in January 2017. To complete this effort, the AACPM needs to decide which of these societies remained active during the first two quarters of 2017. She noted the OK Society was not active in 2017.

Becky Bryant will look to verify which members from the active societies in AR, NJ, NC, NH, UT and WI had renewals during the first two quarters of 2017 so the Treasurer can issue the society remittance dues.

Debbie reported she has worked with Patty Morgan and resolved issues of Red Shoe Solutions having access to the AACPM Go Daddy account. As a result, they have completed the AACPM site update.

The Treasurer is still waiting for a final quote back from Banner Life Insurance Company for the conference liability insurance coverage the Board approved in June. If the quote does not exceed the \$350 cap established by the Board, it will be purchased. If it does, the Treasurer will bring the quote to the Board for further consideration.

The Treasurer has received input from one current board member for a proposed 2018 budget, so a proposed budget is not ready for submission due to a lack of input from other board members.

AACPM Education and Training:

Dan Matthys was not able to attend this teleconference meeting, so there was no report on AACPM Education and Training.

Loretta Tillery will follow-up with Director of Education Dan Matthys prior to the September Board meeting.

Communications and Newsletters:

Rick Ward-Harder was not able to attend this teleconference meeting, so there was no report on AACPM Communications and Newsletters.

Loretta Tillery will follow-up with Director of Communications Rick Ward-Harder prior to the September Board meeting.

Report of the Consortium Liaison:

Becky Bryant indicated she had nothing new to report. Dennis Martino noted the last NCPMC Executive Committee meeting dealt mainly with internal business items, nothing that he felt affects the AACPM. He indicated the NCPMC is focusing on three current programs that need help to sustain themselves to varying degrees.

Unfinished Business:

Proclamation Requests: Loretta Tillery reported she had fulfilled a proclamation request from Mitchell Stearns in New Jersey.

Loretta Tillery is going to request a list of all CPM Program graduation dates from Patty Morgan for potential follow-up by the AACPM.

Awards/Recognition: The Chair noted she made contact with Steve Mastro of the CPM Education Foundation and was advised the Foundation was not in a position to issue calls for applications for any scholarship offerings at this time.

As a result, she felt the AACPM needs to manage the Wilkinson Scholarship for this year. She also indicated she contacted NCPMC Chair Cheryl Robertson concerning the

Lemons Student Scholarship being managed by the Consortium and she was advised the Consortium is not ready to manage that item.

Dennis Martino asked if consideration has ever been given to allowing the scholarships to be used for the cost of registration for the AACPM Conference as opposed to other educational pursuits. He felt it would be a means to provide direct member benefit, while also supporting the AACPM as well.

Dennis Martino moved for the AACPM to create a scholarship for a full conference registration for one individual. Debbie Smith seconded for discussion.

Through general discussion questions were raised as to how such a scholarship would be offered; it was noted the full cost of conference attendance including airfare, hotel and registration is likely \$1,300 to \$1,600; offering such a scholarship was a good marketing opportunity for the AACPM; and it was suggested the recipient could be drawn at random as an encouragement for participation. It was noted the Wilkerson Scholarship was established with very specific criteria that would not be met in this manner. Bill Herman noted the only time he was aware the AACPM offered conference scholarships was in 2006 during his term as President when one registration was offered to each society to send a “new” conference attendee, and the offering was pretty heavily criticized in the House of Delegates meeting. Becky Bryant suggested if the Board moved in this direction, consideration could be given to making only all new AACPM members eligible for the conference scholarship as an encouragement for participation.

Dennis Martino acknowledged all were good points and withdrew his motion.

Loretta Tillery suggested Dennis, Becky and Patty Morgan could potentially work on the details of this idea so it might be considered in the future.

New Business:

Elections: The Chair indicated the AACPM should be prepared to advance elections for officers to take office in January 2019.

Loretta Tillery asked Becky Bryant to layout the timeline and process for the 2009 AACPM Election process in time for the next AACPM Board Teleconference.

Adjournment:

There being no further business, the Chair adjourned the meeting at 2:12 PM (EST).

Respectfully submitted:

William G. Herman, CPM
Secretary