

**American Academy of Certified Public Managers®
Board of Directors Teleconference Meeting
January 10, 2018**

Board Members Present: Loretta Tillery, Chair; Becky Bryant, Past Chair; Bill Herman, Secretary; Debbie Smith, Treasurer; and Dan Matthys, Director of Education.

Board Members Absent: Dennis Martino, Chair-Elect and Rick Ward-Harder, Director of Communications

The Chair convened the meeting at 1:03 PM.

Loretta Tillery welcomed the Board members to the first teleconference meeting in 2018 and expressed her excitement and optimism about the future of the American Academy of Certified Public Managers®.

December Meeting Minutes:

There were no meeting minutes available. Becky Bryant had notes from the meeting and indicated the main decision made by the Board at that meeting was to continue to offer the free membership in the Academy, which had been communicated to the membership.

Treasurer's Report:

Debbie Smith reported the Academy's finances as of December 31, 2017.

NCPMC Annual Report - She indicated she was working on the annual report the Academy owes to the National Certified Public Manager Consortium and will be submitting the report by January 30, 2018.

IRS 990N Submission – She reported she was working on the IRS 990N annual filing which she anticipates filing with the Internal Revenue Service by the end of January.

AACPM Corporate Registration - Debbie Smith reported she has received the Annual Corporate Registration invoice from the State of Georgia that is due by April 30, 2018, but she would be paying this month.

Bank Signatures – With the change in AACPM Chairs, a new US Bank signature card needs to be completed to remove Becky Bryant and add Loretta Tillery to continue dual signatures on Academy checks.

Go Daddy.Com Registration – The Academy has received an invoice to maintain the Academy's .com domain name. The Academy's .org domain name is current and previously Mitchell Stern, Becky Bryant and Debbie Smith had recommended the

Academy could let the .com domain name go back into public domain for availability to others.

Loretta Tillery was going to follow-up on the website information and conversion with Red Shoe Solutions before any final action is taken on this item. She was scheduled to consult with them on January 11th.

Outstanding Checks – The Academy has some outstanding checks for dues payments to several societies that are old enough they should be canceled or reissued. She indicated Utah has two checks that have never been cashed totaling approximately \$400, while there are also payments potentially due to Arkansas, South Carolina and Utah from the final ASPA payment in 2017 that might total an additional \$100.

Before writing these expenses off, Debbie will create a report for Loretta and Becky, who will assist in contacting the societies that are due membership funds to determine if they wish to receive a new check or no check to enable the AACPM to complete its financial reports.

Chair's Report:

Loretta Tillery reiterated her excitement at the potential future for the Academy and to be able to work with the Board members in advancing the cause of the Academy. She indicated she had four main goals she would like to achieve in 2018:

- ❖ Membership Growth: With a current membership roster of 129, she would like to work to increase membership to 150 by June and 200 by year's end.
- ❖ Internal Development: She is anxious to complete and implement the Partnership Agreement with the National CPM Consortium, and to fill the vacant Director of Membership position to help advance the Academy.
- ❖ Communications: She would like for the Academy to reach out and touch the membership at least twice a month in various means such as information updates, newsletters, webinar or educational offerings, conference information, etc. She felt it was important for members feel there is a value to their membership.
- ❖ Education: She would like for the Academy to offer quarterly education presentations to the membership and to use the webinar platform available to the Academy through its partnership with ASPA.

She indicated she understood these may be ambitious goals, but she felt they were achievable with a focused effort.

Report on the Membership:

Loretta reported Becky Bryant had agreed to fill in for the Director of Membership until the position can be filled. Becky reported as of January 10th, the Academy had 129 members. She had previously circulated the membership list to the Board members. She noted she had recently spoke at a CPM Program event in Arkansas and the Arkansas Society gained 15 new members that day. She felt it would be very beneficial to the Academy to reach out to the CPM Program Directors to share information about the Academy with their students. It was also suggested potentially speaking at CPM Program graduations would be an effective tool to reaching graduates.

Loretta asked the Board members to reach out to their local CPM Program Directors about this potential and to report back at the February meeting.

Partnership Agreement with NCPMC:

Loretta had previously circulated the current draft of the Proposal for Provision of Membership Management and Other Services to the AACPM to the Board members. She reported she would be having further conversation with Red Shoe Solutions on the proposed agreement on January 11th. One of her main concerns is to ensure the Academy retains the cpmacademy.org address for the website, which was not currently reflected in the proposal. She wants to ensure the Academy maintains its own identity moving forward as she felt there was value added through membership. She indicated she had been advised that due to the Consortium's work and meeting schedule, it is likely no action will be taken on this item by the Consortium until their March meeting at the earliest. Some questions were raised as to whether membership services and expenses would commence under the agreement before dues collection (i.e. – revenue stream) begins. There were also questions concerning the business liability insurance coverage to be provided under the NCPMC partnership and whether the Academy would need to maintain its own current Treasurer's bonding and Board liability coverage as a result.

Debbie Smith will provide copies of the current AACPM insurance policies to the Board, while Loretta Tillery will request a copy of the coverage offered by the NCPMC agreement to enable the Board to make a comparison and determination.

AACPM Education and Training:

Dan Matthys reported it had been a busy start to the year at work, and he has only had a chance to begin to formulate some ideas for AACPM Education and Training. He indicated he liked the ability of being able to use the ASPA webinar platform for some of this activity and he would need to become familiar with the terms and process for use. He reported he will try to develop ideas for a training effort. Loretta Tillery suggested this venue can become a real value added offering to members and felt an organization should be greater than just an annual conference. Dan asked if there was a budget for

education and training he should be aware of, and Loretta reported there was no set budget for the Academy, not just education and training.

After discussion, Loretta requested the individual board members submit a budget proposal to Debbie Smith by February 1st for what they deem to be the needs of their functions, and Debbie would compile them into an AACPM budget for consideration at the February Board Teleconference.

Communications and Newsletters:

Rick Ward-Harder was not able to participate in today's teleconference and there is no update to report. Debbie Smith noted the AACPM's contract for the Constant Contact service was due to expire which would likely be before the AACPM has a partnership agreement in place with the NCPMC.

Debbie will contact Constant Contact to see if the AACPM can pay for Constant Contact services on a monthly basis and report back to the Chair. Loretta also asked Becky Bryant to share the Constant Contact login information with the Chair and Director of Communications.

Annual Conference / Business Meeting:

Loretta Tillery reported the Academy has a proposal for a budget to organize an annual conference and business meeting in 2018 to be co-located with the annual meeting of the NCPMC's annual meeting. The proposal is from 2018 Conference Coordinator Rebecca Davio and totals approximately \$18,000 to \$20,000. The proposed theme of the conference is "Innovation in Government" and would be held in Atlanta, Georgia in late October 2018. Becky Bryant noted the Georgia CPM Program has committed to assist to make the event a successful conference. Loretta felt some of what is contained in the conference proposal is also provided for in the NCPMC Partnership Agreement, which needs to be further compared and developed. Loretta intends to have Rebecca Davio participate in the February Board Teleconference with a more substantive report.

Unfinished Business:

Meeting Schedule: For ongoing teleconference meetings of the Board, it was the consensus to meet on the second Wednesday of each month at 12:00 PM Central / 1:00 PM Eastern.

Director of Membership Vacancy: Loretta reiterated Becky Bryant was temporally handling the Director of Membership functions until the Board is able to appoint a member to fill the position. She asked Board members to offer suggestions for potential

individuals to serve in this position. Debbie Smith recommended an AACPM member from Louisiana.

Website: Loretta reported they've had an initial meeting with Red Shoe Solutions to discuss the design of the AACPM web site and she felt it went well. Loretta wants to ensure the web site transition goes smoothly in appearance to the membership and that our current cpmacademy.org domain remains the address that is used.

Loretta requested Board members provide her with a head & shoulders photo that could be used to update the current AACPM website, in addition to being transitioned to the new AACPM website.

Proclamation Requests: There were no proclamation requests to report.

Consortium Liaison: Becky Bryant is serving as the AACPM's Liaison to the NCPMC. There was no information to report.

Awards/Recognition: Debbie Smith reported there has been no further requests for Askew Awards since July of 2017. Loretta Tillery would like to make an effort to re-introduce the Askew Award and all other awards to the Academy membership. Becky Bryant noted Joyce Smith of Oklahoma had been working on re-writing the SOP for the Henning Award.

Debbie Smith will contact Joyce Smith regarding the status of the draft Henning Award SOP. Loretta Tillery will share the draft with the Board once it is received.

New Business:

ASPA Conference: Loretta Tillery inquired whether any AACPM Board member would be attending the ASPA Conference in Denver this March. She noted she and Dennis Martino were planning to attend.

In-Person Meeting: Loretta Tillery felt it would be beneficial if the AACPM Board had an in-person meeting to get to know one another and work together sometime prior to the October Conference and annual meeting. Perhaps in a retreat or workshop format. There was general consensus this would be a good idea as long as it was done as economically as possible. It was noted there were two Board members from New Hampshire, so if it were held in New Hampshire it would limit travel expenses for two members.

Loretta Tillery was going to task Dennis Martino with developing a proposal for an in-person meeting.

AACPM Documents: *Loretta Tillery indicated she would circulate the newly approved AACPM By-Laws and the agreement between ASPA and the AACPM to all Board*

members so everyone had the base documents. She also felt the AACPM SOPs needed to be updated to reflect the new organizational structure.

Adjournment:

There being no further business, the Chair adjourned the meeting at 1:55 PM.

Respectfully submitted:

William G. Herman, CPM
Secretary