



## 2010 Summer Board Meeting Minutes

Meeting Logistics:  
August 2<sup>nd</sup> & 4<sup>th</sup> 2010

Preparation / To Dos:

- Board Agenda and Minutes
- Review Interim Strategic Plan
- Review Staff and Committee Reports
- Review Financial Report
- Review Draft Code of Ethics

### **Board Members:**

Erik Marter, Keith Jacobs, Michelle Hepler, Jen Stanchfield, Gary Cwidak, Jim Wall, Josh Tod, Sarah Oosterhuis, James Borishade, Jamie Barrow

*Absent:* Jeff Boeke  
*Quorum present*

### *Others Present:*

*Executive Director, James Borishade*  
*Professional Services Manager, Bill Weaver*

### **Proceedings:**

*Meeting called to order at: 8:40 am*

- I. Review Minutes from Prior Meeting
  - a. **A motion was made and carried to accept and approve the minutes from April 2010 Board Meeting as written.**
- II. Financial Report
  - a. Reviewed credit card processing fees; suggest to consider dropping American Express
  - b. Should we create a financial committee...what can we plan to do to make money? – in staff report; bank official, etc
- III. Staff Report
  - a. Reviewed staff reports and updates as submitted
- IV. Committee Reports
  - a. Canopy/Zip Line Tour Committee:
    - i. **Tabled discussion for considering multi-lingual standard publications until after interim strategic plan is implemented and additional organizational projects are completed.**
  - b. Conference Committee – no report

**Board went to Closed Session to discuss association business**

- c. Consensus Group:

- i. Current Vice Chair can no longer fulfill the duties
- d. Ethics Committee
  - i. **A motion was made and carried to approve and implement the Final Ethics document, pending approval of legal counsel.**
  - ii. Discussion regarding implementation and presentation of document; membership packet, signature of or agreement of terms, condition of membership and renewal etc.

V. Board went into closed session to discuss a grievance complaint.

- a. Government Relations:
- b. Membership Committee:
  - i. Committee requests guidance about survey results presentation and format...discussed and agreed to have draft for approval to BOD by October to be presented at annual general meeting
  - ii. **Motion was made and carried to approve Lori Schaeffer and Carolyn Beisiegel as additional members to the Membership Committee.**
  - iii. **Table discussion around membership use of logos until intranet and interim strategic plan have been approved.**
- c. Op/Cert Committee: reviewed report
- d. PR Marketing Committee: reviewed report
  - i. Identified Jamie Barrow as the new board liaison for PR marketing committee
  - ii. Identified James Borishade as Board Liaison for Conference Committee
- e. Review Committee:
  - a) **Based on the information and recommendation submitted by the Review Committee, a motion was made and carried to approve Bonsai Designs for Professional Vendor Member Status.**

Board went into closed session

VI. **Old Business**

- a. Previous Meeting Action Items – See previous board minutes
- b. Conference 2011 Keynote Speaker
- c. Trustee Board –

- a) discussion around redefining the name of group, terminology, structure, review charge, board recruitment, institutional memory, finance committee, review by-laws, keynote speaker –
- d. Discussion About Colleges and Universities
  - a) Formulated group to work on identifying programs, locations and educational approach with presentations/meetings in prospective regions.
- e. **Tabled Items:**
  - a) **2010 Goals for the Board of Directors – This item was tabled from the last board meeting.**
  - b) Zip Line / Canopy Tour Committee: The Committee would like to add one or two new members with experience in the Canopy Zip Tour industry to help balance the standards to address the true scope of the industry. Will the board allow the committee to grow by one or two members to support this effort?
    - i. **A motion was made and carried to add one new member to the Canopy Zip Tour Committee without duplicating current skill sets.**
  - c) Board Policies and there Use
    - i. This item was tabled from the February 7<sup>th</sup> Meeting
    - ii. **This item was tabled to October Meeting**
  - d) 2010 Goals for the Board of Directors
    - i. **Tabled to October meeting**
  - e) Parallel Lines – Online Version vs. Offline Version
    - i. **A motion was made and carried to change the Parallel Lines newsletter to electronic format as a one year trial period.**
    - ii. **Discussion included the need to have analytical data collected regarding membership reading, to inform decision**
  - f) Work Safety Group: clarity around process and charge, before official formation of task force.

VII. **New Business**

- a. PRCA
- b. Interim Strategic Plan – (End Day 1 Here)
- c. Board Decision Timeline
- d. Intranet Update and Demonstration (If intranet is available)
- e. PVM Accreditation Proposal
- i. **Tabled to October discussion**
- f. ACCT Multiple Streams of Income
- g. **2011 Keynote Speaker - tabled**
- h. **New Logo and Corporate Identity - tabled**

VIII. **Housekeeping/Action Items –**

- a. Next Meeting Date: October 17<sup>th</sup> (8:30-5:00 pm), 18<sup>th</sup> (7:00 am – 5:00 pm) and 19<sup>th</sup> (7:00 am – 1:00 pm) in Lincolnshire Illinois