

Wallcovering Installers Association
November 13, 2018 | Board of Directors Conference
Minutes

Call to Order:

The meeting was called to order by Michael DiGilio, C.P., President, at 8:20 PM ET via video. Roll call was taken.

Present:

Michael DiGilio, C.P., President
Heidi Wright-Mead, C.P., Treasurer
Steven Kaye, C.P., Vice President
Gary Lucas, C.P., Secretary
Shelly Wilkins, C.P., Mid-Atlantic Region Director
Susan Macuna, C.P., Central Region Director
Michael King, South Region Director
Dave Adams, Northeast Region Director
Richard Manougian, Northeast Region Alternate Director
Kevin O'Donnell, Central Region Alternate Director
Dennis George, C.P., West Region Director
Greg Laux, Associate Chair

Absent:

Vincent LaRusso, C.P., Immediate Past President
Joel Ellis, West Region Alternate Director
Michelle Corl, Mid-Atlantic Region Alternate Director
Jeanette Gilbreath, South Region Alternate Director

Staff:

Nancy Terry, Director

Approval of the Agenda:

Mr. DiGilio, C.P., called for a motion to approve the agenda.

- **ACTION:** A motion was made to approve the agenda. The motion was seconded and passed unanimously.

Secretary's Report:

Mr. DiGilio, C.P., called for a motion to approve the minutes as distributed.

- **ACTION:** A motion was made to approve the minutes from the Board of Directors meeting on September 12, 2018. The motion was seconded and passed Yes – 9, Abstain - 1.

Mr. DiGilio thanked everyone for venturing into the world of video conferencing. He indicated that future meetings would be on this same format.

Treasurer's Report:

Ms. Wright-Mead presented the financials. She indicated that overall, financials are overall pretty good. She reported that the National Convention brought in approximately \$25,000 in net revenue but numbers wouldn't be final until closer to December. She indicated that she would be working on budgets in December and asked for any financial requests to be submitted.

- **ACTION:** A motion was made to approve the financial report. The motion was seconded and passed unanimously.

Member Services Committee Report:

Report as submitted.

Mr. Kaye indicated that the letters sent for lapsed members seems to have been positive and he will continue.

Committee Report:

Report as submitted. Ms. Curtis shared that the first issue of *The Installer* using the professional writer had been distributed. Mr. DiGilio shared that he felt it was the best issue ever and was very pleased.

WIAF Committee Report:

A report was not submitted. Ms. Terry reported that there was in excess of \$5700 in the fund.

Convention Committee Report:

Report not submitted. Mr. O'Donnel shared that the committee was just beginning but that team members had been identified. In addition to himself, they included:

- Bob Banker
- Don Purfeerst
- Steven Kaye
- Heidi Mead
- Greg Laux

The team will be meeting bimonthly starting this week.

Craftsmanship Awards Committee:

Report as submitted. Submission forms are currently online.

Awards Committee Report:

No report submitted. Mr. Kaye shared that he will be taking over the leadership of the process and will be working with Mr. Russo to transition.

Associate Member Committee Report:

Report as submitted.

Boutique Manufacturers Task Team:

Report as submitted.

Education Committee Report:

Report as submitted.

Website Committee Report:

Report as submitted. Mr. DiGilio indicated the site needed rebranded and refocused. Concern was expressed over the lack of input on the proposal that was submitted. It was felt that this proposal expressed the beliefs of one person but may not fulfill the needs of the overall membership. It also didn't take into consideration the focus of the Marketing Committee. A recommendation was made that the website committee should be placed under the current Marketing team chaired by Amy Anderson, for greater integration. All in attendance felt that this could be a positive move.

Marketing Committee Report:

Report as submitted. Mr. Laux recommended the team was developing content and has moved forward. Results were being seen as they cast the net for prospects. He shared that an overall integration from the website with marketing was critical to further success.

Region Reports:

South: Report as submitted.

Mid-Atlantic: Report as submitted. Ms. Wilkins noted that two new members had been received as part of the workshop.

Central: Report as submitted.

Northeast: Report not submitted.

West: Report as submitted.

Old Business:**Dues**

Ms. Mead mentioned that a scheduled increase for dues had been approved in the past and she would be looking to implement. Mr. Adam suggested moving to a monthly dues payment process for all members. Ms. Terry reported that this option could be investigated however it would significantly increase the staff workload.

- Action: Mr. Adams to investigate automated dues accounting function.

The next meeting for the Board of Directors will be held March 8 & 9, 2019 in Cincinnati, Ohio.

Being no further business . . .

- **ACTION:** A motion was made and seconded at 10:04 PM ET to adjourn the Board of Directors meeting. The motion passed unanimously.