

Wallcovering Installers Association
March 9 & 10 | Board of Directors Meeting
Minutes

Call to Order:

The meeting was called to order by Michael DiGilio, C.P., President, at 12:24 PM MT at the Cherry Valley Holiday Inn, Denver, Colorado. Roll call was taken.

Present:

Michael DiGilio, C.P., President
Heidi Wright-Mead, C.P., Treasurer
Susan Macuna, C.P., Central Region Director
Michael King, South Region Alternate Director
Dave Adams, Northeast Region Alternate Director
Dennis George, C.P., West Region Director
Michelle Corl, Mid-Atlantic Region Director
Greg Laux, Associate Chair

Absent:

Steven Kaye, C.P., Vice President
Gary Lucas, C.P., Secretary
Vincent LaRusso, C.P., Immediate Past President
Shelly Wilkins, C.P., Mid-Atlantic Region Alternate Director
Doug Wenzel, Central Region Alternate Director
Joel Ellis, West Region Alternate Director
Pam McCartney, South Region Director
Jack Egan, Northeast Region Director

Staff:

Nancy Terry, Director
Kelley Alexander, Event Manager

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.

President's Report

Mr. DiGilio, C.P., shared details of his visit to the Wallcoverings Association in February. He felt that connections made were important and that this event is a plus for industry relations. He went on to report that the management transition was going as expected and that it was a positive move for the association. He indicated that he had driven to Ohio and gone through the files and boxes shipped from AMC. He had taken the photos and will be working to digitize them. Lastly, he reported that he has

been working with Gary Stanley to investigate the addition of a chapter in Australia and will keep everyone informed as to the progress.

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 November 28, 2017. The motion was seconded and passed unanimously.

Treasurer's Report:

Ms. Wright-Mead, C.P., presented the financials. She also shared the draft budget for 2018. The budget was conservative and was based around two areas of income which included the National Convention and membership dues. They are looking at have 140 attendees at the convention. We also are planning the innovative marketing to assist is stopping the membership loss. The budget calls for dues and member numbers to remain static for 2018. The budget and financials were reviewed with questions asked and answered.

- **ACTION:** A motion was made to approve the 2018 budget as submitted. The motion was seconded and passed unanimously.

Member Services Committee Report:

No report was submitted.

Committee Report:

Ms. Nancy Proctor, C.P., provided a report on the newsletter. She shared that they would be trying a self-mailer concept for the March issue. This would allow for cost savings by not having to have an envelope and being lighter for postage costs. The board was excited to see the results. There was discussion of increasing the newsletter to six printed issues if costs allow.

Mr. DiGilio, C.P. noted that past issues of the newsletter were only provided to the new management company in PDF format. He felt that the technical articles would be beneficial to have in native format i.e. as a Word document. He is asking that the committee work on converting articles back to native format so that they can be used as a library.

- ✓ Action: Communications Committee to work on native files for technical articles.

WIAF Committee Report:

Ms. Green and Mr. Russo provided a report on the WIAF. The fund was currently at a (\$100) balance due to the recent distributions. It was agreed that this fund needed replenished and Ms. Corl volunteered to work with Ms. Green on articles for the newsletter. They would like to get quotes from the recipients while keeping their

identity anonymous but allowing members to see a “face” for the good that the fund is doing.

- ✓ Action: Ms. Corl to work with WIAF committee to write articles for the newsletter.

Nomination/Election Committee Report:

Mr. DiGilio, C.P., shared that the next elections will be for Region Directors, and that he would appreciate if the current Alternate Region Directors would consider moving up to the Region Director role, and help in making recommendations for new Alternate Region Directors.

- ✓ Action: Region Directors and Alternates to work on replacements.

Marketing Committee Report:

Mr. Laux shared that the work with High Road Solutions has just started. All the pieces are getting into motion and we should have more to report at the next call.

Region Reports:

South: Mr. King reported that the region would like to do a workshop like what the Central Region is doing. They will be talking to Susan Macuna regarding her process.

Mid-Atlantic: Ms. Corl reported that the Washington DC chapter has closed. The residual funds have been sent to national for processing. The chapter president has requested that the funds be used for marketing convention or paperhanger assistance or growth.

- ✓ Action: Ms. Mead is to work on a task team with Cyndi Green, Michelle Corl, Elsie Kapteina and perhaps Vincent LaRusso was recommended to define what is to happen in the abeyance period referred to in the bylaws.
- ✓ Action: All Region Directors are to review their chapters for compliance and report on which chapters are not meeting the minimum requirements.

Ms. Corl also indicated that the Mid-Atlantic Region is considering a workshop as well.

Central: Ms. Macuna has indicated that the Milwaukee has stopped meeting and will perhaps need to be dissolved.

The region is hosting a workshop on May 5th in Indianapolis. The cost is \$100 per person and \$50 of this is for food and beverage. Speakers for the event will only be charged \$50 to cover their food. Facebook ads will be purchased to target non-members. Ms. Macuna is also sending post cards.

It was agreed that workshops should be no later than May to not conflict with Convention. Discussion was had on possibly standardizing the topics for all region workshops annually.

Northeast: The March Madness Workshop is under the responsibility of the Boston Chapter for 2018. That event is going as anticipated. The chapter has had a few members who don't feel that they want to pay for the assistance of the national office. This topic was discussed at length in the context of liability and resources.

West: Mr. George reported that a chapter in this region had a nonmember acting as Treasurer. The long-time member was retired and had quit paying dues two years ago. The board felt that this was not in the best interest of the organization to set as a precedent and that they retiree should join as a retiree member to continue. Mr. George will follow up on this issue.

- **ACTION:** A motion was made to allow past member Ross Radoff, to pay 2 years of arrears retiree dues of \$100 per year and then remain a retiree member going forward. The motion was seconded and passed unanimously.

Region Workshops: Many regions were considering or already having annual workshops. On March 11, 2016, a motion was approved a minimum charge of at least \$2 per attendee at the workshops to cover marketing assistance and fixed costs by National WIA. This topic was discussed again and the motion from 2016 was upheld as there are costs to the National WIA in processing and assisting in this service as well as insurance costs.

Chapter Compliance: The topic of chapter compliance was discussed. A concern was expressed that chapters were perhaps not complying with IRS rules for tax document submission which will flow through to the National WIA. Everyone felt that this was an issue that would need further review.

Craftsmanship Awards Committee:

No report was submitted however the entry is open and ready for submissions.

Awards Committee Report:

Mr. Russo asked that the board discuss possible submissions for the awards. Discussion was had, and a list captured.

2018 Convention Committee Report:

Ms. Alexander and Ms. Trapp joined the board for discussion on the convention preparations. Prior to the discussion, the group did a facility tour.

Ms. Alexander shared that topics were set but instructors were still being sought at this time. Discussion was had on advanced video taping of some sessions with live discussion being had after viewing the videos.

The options for tours were presented and Ms. Trapp covered them.

One of the areas to be covered at convention will be mentoring and being a mentor. While the session is a wonderful topic, the board felt that a mentor program needed to be developed. A task team will be developed for this project with the recommended participants being: Bob Banker, Phil Reinhardt and Alan Rada.

- ✓ Action: Mr. Digilio to talk with a task team of Bob Banker, Phil Reinhardt and Alan Rada about developing a mentor program.

National Associate Member Committee Report:

Mr. Laux shared that the program for associates for convention was still in development but that we were changing it substantially from the past.

Education Committee Report:

No report Submitted.

Website Committee Report:

Mr. Laux briefly covered the Google Analytics provided by Lucca Alla Moda. It was recommended that Lucca Alla Moda provide a narrative interpretation for the future meetings.

- ✓ Action: Staff to talk with Lucca Alla Moda about a narrative interpretation of the analytics.

The possibility of doing podcasts was discussed. The board will ask the committee to review what is needed. Mr. Adams suggested capturing videos for future usage. He was assigned that task.

- ✓ Action: Mr. Adams to develop process for capturing, receiving and storing videos for future use. This will include how to post, where to post, how to put in keywords for search and who will approve the videos.

New Business:

Lunch with the Board: A suggestion was made that a session be added for convention which will be lunch with the WIA board. This will be by invitation only and would serve to solicit feedback from members.

Goal Setting: A discussion was had on many of the committees needing guidance on work areas. It was recommended that the board develop 4 or 5 goals for each committee. The committee will then develop the plan to execute the goals.

Google Drive: Ms. Mead and Ms. Terry are to work on moving stored items onto the WIA Google Drive.

Product Testing: After receiving a Facebook post for testing, Mr. DiGilio developed a response process where he will provide three WIA members with the skillset to test products. The connection will be direct from the manufacturer to the member.

The next meeting for the Board of Directors will be via teleconference on June 12, 2018.

Being no further business . . .

A motion was made and seconded at 11:34 AM MT to adjourn the Board of Directors meeting. The motion passed unanimously.