

**Wallcovering Installers Association**  
June 12 | Board of Directors Teleconference  
Minutes

**Call to Order:**

The teleconference was called to order by Michael DiGilio, C.P., President, at 8:10 PM ET. 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  
Vincent LaRusso, C.P., Immediate Past President  
Shelly Wilkins, C.P., Mid-Atlantic Region Alternate Director  
Jack Egan, Northeast Region Director  
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:**

Doug Wenzel, Central Region Alternate Director  
Joel Ellis, West Region Alternate Director  
Pam McCartney, South Region 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 March 9 & 10, 2018. The motion was seconded and passed unanimously.

The topic of region workshop fees was brought up and Mr. DiGilio indicated that he was going to develop a task team to bring recommendations forward.

- ✓ Action: Mr. DiGilio will develop a task team for region workshop fees.

**Treasurer's Report:**

Ms. Wright-Mead, C.P., presented the financials. She indicated that we were going to be working on the graphs for the financials but other than that, all is as expected.

**Member Services Committee Report:**

Report as submitted.

Mr. Kaye indicated that we were on track with Table Tops videos for a July 1 deadline. He also shared that he would like to send letters to delinquent members to assist in prompting renewals.

- ✓ Action: Mr. Kaye to work with staff to create a letter to delinquent members.
- ✓ Action: Staff to group delinquent report by region.
- ✓ Action: Mr. LaRusso to contact delinquent associate members.

**Committee Report:**

Report as submitted. Ms. Proctor noted that it was difficult to get content for the newsletter from Region Directors. Mr. DiGilio requested that Region Directors be more diligent in their effort.

**WIAF Committee Report:**

A report was not submitted. It was noted that the account had approximately \$1200. Mr. Russo was working to get articles together regarding the fund and its use.

- ✓ Action: Staff to create a form for contributing to the WIAF for use at convention.

**Nomination/Election Committee Report:**

Report as submitted. It was noted that we did not have an alternate for the South region. Nominee biographies were now being requested. Voting is to start in July.

**Convention Committee Report:**

Report as submitted. An update was given that a presenter had been secured for the online reputation session. The carpenter session has been filled as well. Mr. Rada had indicated that he would accept the responsibilities as moderator for the mentor project. Mr. DiGilio asked that Mr. Rada provide his outline early to be reviewed.

- ✓ Action – Mr. Laux to follow up with Mr. Rada on his presentation.

**Convention 2019**

Staff presented three options for Nashville in 2019. One of the hotels was too expensive. Of the other two hotels, the Nashville Airport Marriott seemed to be the best fit. Mr. DiGilio asked that staff do a tour of the hotel to insure the space needs would fit and that the hotel was acceptable.

- ✓ Action – Staff to visit the Nashville Airport Marriott.

It was noted that Mr. Rada had requested that the convention be held in New York in 2020. The hotel that he is recommending has a sleeping room rate of \$279 per night. Overall, the board felt that New York was cost prohibitive. They recommended that we look in New Jersey. The following are a list of suggested locations for future conventions:

- Toronto
- Charleston, SC
- Minneapolis, MN
- Portland, OR
- New Jersey location TBD

#### **Craftsmanship Awards Committee:**

Report as submitted. Ms. Gilbreath requested that she be allowed to attend the next board meeting and report on the future of the program. This request was granted. It was recommended that we change the model of participation to rewarding contribution as opposed to just winners.

#### **Awards Committee Report:**

Report as submitted. Ms. Terry noted that not many nominations has been received and we need to facilitate submissions. It was shared that Mr. Russo was wanting to step down as chair after this year. Phil Ostler was recommended as a replacement.

- ✓ Action – Mr. DiGilio to consider Phil Ostler as the new Awards Committee Chair.

#### **National Associate Member Committee Report:**

Report as submitted. Concern was expressed over the lack of interest in participation by associate members. Mr. Laux explained that there was a shift if the business model of many organizations and the trend was away from installers. Additionally, the benefits to associates was out of sync with their needs. Region Directors did not feel equip to address associate memberships.

It was decided that a task force would be set up to address the needs of the associate members.

- ✓ Action – Mr. DiGilio to set up task force to investigate associate benefits and interaction with WIA.

#### **Education Committee Report:**

No report Submitted.

#### **Website Committee Report:**

Report as submitted. It was noted that Mr. Cook has not had a committee meeting in at least a year. Mr. Cook reported that he needs a way to capture video. This was tasked to Mr. Adams who was asked to continue with this project. It was noted that most of the work would come in editing. There were concerns over who would do that work.

- ✓ Action – Mr. Adams to continue working on process for video.

### **Marketing Committee Report:**

Report as submitted. Mr. Laux recommended that we consider bringing Marketing and the Website committees together as one unit.

Mr. Laux noted that High Road Solutions has done an excellent job of creating something from nothing. The first four months has been a lot of set up. They continue to massage the paid ads to get the best results. He noted that of the 56,000 paid ad views, 356 clicked through to learn more about the WIA. Progress continues to be made in this area.

- **ACTION:** A motion was made to renew the next three months contract with High Road Solutions at \$7500. The motion was seconded and passed unanimously.
- **ACTION:** A motion was made to continue to fund the paid ad campaign at \$200 per month. The motion was seconded and passed unanimously.

### **Region Reports:**

**South:** Report as submitted.

**Mid-Atlantic:** Report as submitted. Ms. Wilkins noted that the Baltimore chapter was working toward revitalization.

**Central:** Report as submitted. Ms. Macuna shared her disappointment in the closing of the Milwaukee chapter.

**Northeast:** Report as submitted.

**West:** Report as submitted. Mr. George noted his surprise at the Denver chapter not meeting to work on the convention. The question was posed of was this indicative of their lack of support for the Convention Committee?

### **New Business:**

**Chapter versus At-large status:** A brief discussion was had on the chapter member or at large member just being a member. Ms. Terry and Mr. DiGilio are to continue discussion on this topic.

**Lifetime Member:** A recommendation of granting lifetime membership to Jack Heinrich was made.

- **ACTION:** A motion was made to grant Jack Heinrich lifetime member status. The motion was seconded and passed unanimously.

**Video Conference:** Ms. Terry shared that Mr. DiGilio wanted to take meeting to video so she would be working with board members to facilitate this method of meeting.

The next meeting for the Board of Directors will be at the convention in September.

Being no further business . . .

- **ACTION:** A motion was made and seconded at 10:38 PM ET to adjourn the Board of Directors meeting. The motion passed unanimously.