

Wallcovering Installers Association
September 12, 2018 | Board of Directors Teleconference
Minutes

Call to Order:

The meeting was called to order by Michael DiGilio, C.P., President, at 9:50 AM MT at the Holiday Inn Cherry Creek in Denver Colorado. Roll call was taken.

Present:

Michael DiGilio, C.P., President
Heidi Wright-Mead, C.P., Treasurer
Steven Kaye, C.P., Vice President
Vincent LaRusso, C.P., Immediate Past President
Shelly Wilkins, C.P., Mid-Atlantic Region Alternate Director
Susan Macuna, C.P., Central Region Director
Michael King, South Region Alternate Director
Dave Adams, Northeast Region Alternate Director
Michelle Corl, Mid-Atlantic Region Director
Joel Ellis, West Region Alternate Director (LOA)
Pam McCartney, South Region Director
Greg Laux, Associate Chair

Absent:

Gary Lucas, C.P., Secretary
Doug Wenzel, Central Region Alternate Director
Dennis George, C.P., West Region Director
Jack Egan, Northeast Region Director

Staff:

Nancy Terry, Director (Note Taker)

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 June 12, 2018. The motion was seconded and passed unanimously.

Mr. DiGilio welcomed everyone to Denver and thanked them for their efforts. He shared updates on missing board and other members. He went on to reiterate the importance of getting reports in for review. With that in mind, he discussed the

upcoming need to match committee leadership roles with the correct individuals and that this would be one of his goals for 2018-2019.

Treasurer's Report:

Ms. Wright-Mead presented the financials. She indicated that overall, financials are as expected and that we had not needed to tap into the reserves despite the additional spending done with convention.

- ✓ Action: Staff to work on removing Sue Black fund from balance sheet.
- ✓ Action: Staff to move closed chapter monies to WIAF.
- ✓ Action: Ms. Wilkins to lead a team in reviewing the savings vehicles.

Ms. Wright-Mead indicated that there were dues increases approved from previous board approval and that she would look to find the implementation schedule.

- ✓ Action: Ms. Wright-Mead to review dues increases as previously approved.

Discussion was had on possibly changing dues renewals to be annual as opposed to rolling with March being the date of an annual renewal.

- **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 focus will continue to be on getting and retaining members despite the high retirement rate. He shared that his letters to delinquent renewals seemed to be well received.

Mr. DiGilio reminded everyone that Lifetime member status is intended for someone who has gone above and beyond on behalf of the association and will not be given out lightly nor for chapter work only. A recipient should be active both locally and nationally for a minimum of 10 years.

- ✓ Action: Mr. Kaye, Ms. Wright-Mead and Mr. Laux will work on a membership report template.

Committee Report:

Report as submitted. Ms. Proctor submitted a plan to revise the way that the newsletter was written. She shared that professional newsletter writing could be outsourced and that this would improve the quality and efficiency. The estimate was \$600 per issue. To create the savings, newsletters would be offered only in digital form and not printed. It was further recommended that the newsletter be produced quarterly. She also shared that she would be stepping down as the chair at the end of the year, so this would help Ms. Curtis to continue with the task.

- **ACTION:** A motion was made to move the newsletter to a quarterly publication and outsource the writing to a professional writer. The motion was seconded and passed unanimously.

WIAF Committee Report:

A report was not submitted. Discussion was had on the funds of the two recently closed chapters: Milwaukee, Washington DC and New Orleans. It was decided to move the proceeds from those closures into the WIAF.

- **ACTION:** A motion was made to move the surrendered funds from the closure of the Milwaukee and New Orleans chapters into the WIA Fund. The motion was seconded and passed unanimously.
- **ACTION:** A motion was made for the surrendered funds from the closure of the Washington DC chapter to be used at the discretion of the Mid-Atlantic Region Directors with a report on the use of the funds being submitted to the board. The motion was seconded and passed unanimously.

Convention Committee Report:

Report not submitted. An update was given on the final registration numbers:

- ✓ 141 Total attendees
- ✓ 105 Installers
- ✓ 20 Guests
- ✓ 10 Vendors (3 VIP Ambassadors)
- ✓ 6 Non-members

Craftsmanship Awards Committee:

Report as submitted but with four entries from the Mid-Atlantic region which had been inadvertently overlooked.

Awards Committee Report:

No report submitted. Mr. Russo has stepped off the committee as the chairperson. Mr. Kaye has volunteered to chair the process. It was also recommended that the Awards be renamed to something more relevant.

Associate Member Committee Report:

Report as submitted. Discussion was had on the involvement of associate members and particularly the boutique manufacturers. A team was put together to focus on them. The team will include Vinny LaRusso, Susan Macuna and Greg Laux.

Education Committee Report:

No report Submitted. The option of appointing a new chairperson was discussed due to the committee currently not functioning. A recommendation was made of Bob Banker. A deadline of 60 days was imposed to find a new chair.

Website Committee Report:

Report as not submitted. Mr. DiGilio indicated that the committee will probably need to be refocused.

Marketing Committee Report:

Report as submitted. Mr. Laux recommended that the Website be moved under the umbrella of the Marketing team. There was also discussion on revising the website. This would be tabled for another year.

Mr. Laux noted that the marketing function was currently bringing 50+ prospects to the funnel. It appears that for every 1,000 views we get 2 -3 prospects. This is telling us that the pool of possible member is low. We will need to look at other sources such as community colleges.

Region Reports:

South: Report as submitted. A desire to bring back the Certified Paperhanger program was discussed. Also, Ms. McCartney shared that Jeanette Gilbreath would be serving at the alternate Region Director.

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

Central: Report as submitted. Ms. Macuna shared that she would like to see a question of the month for the group page and she would be willing to lead it.

Northeast: Report as submitted. It was noted that Mr. Egan would be missed since his term has ended.

West: Report not submitted. Mr. Ellis shared that the workshop in San Francisco was doing well and they were planning for another in February.

**Old Business;
Convention 2019**

Options were presented along with the costs for several areas. Several hotels were overpriced for the group. It was narrowed to two proposals: Cincinnati, OH and Minneapolis, MN. A vote was called for and the result was 8 – Cincinnati and 2 – Toronto. The result was that the 2019 location will be held in Cincinnati.

Facebook Group Pages

Discussion was had on combining the two group pages. It was pointed out however that the non-member page was a great place to prospect for members. It was decided that a disclaimer would be announced that said advice taken was at your own risk.

The next meeting for the Board of Directors will be held November 13.

Being no further business . . .

- **ACTION:** A motion was made and seconded at 4:25PM MT to adjourn the Board of Directors meeting. The motion passed unanimously.