

Minutes of the Executive Committee Meeting of the DRBF Executive Board of Directors September 18, 2009

A meeting of the Executive Committee of the DRBF Executive Board of Directors was held by conference call on September 18, 2009 with the following participants: Romano Allione, Jim Brady, Jim Donaldson, Volker Jurowich, Jack Norton, and Gwyn Owen. Kerry Lawrence, Dick Appuhn and Ann McGough participated by invitation.

Marketing and Outreach

Jim Brady reported that he has asked Blase Reardon and Jack Woolf to provide a written report on their committee's activities at the next meeting in Houston. Ann indicated she would be working with them in the coming week to figure out the best way to put their project listings out for members. Jack Norton mentioned there have been some discussions with the North Carolina Turnpike Authority which may lead to some training opportunities, and it is expected that some representatives from that organization should be coming to Houston.

Financial Report

Jim Donaldson reported that the Foundation's financial position looks good overall. He said that he and Steve Fox met with the insurance carrier, and expects to provide a written report of their recommendations at the Houston meeting. Jim noted the Foundation's coverage has been the same from the beginning and is due for an update.

Jim Brady noted from the financial report that membership is up significantly over last year, and Region 2 was cited as the driving force.

The final report on the conference in London is still incomplete, with two sponsors still unpaid.

Ann noted that if anyone has a written report for the Board packets in Houston, Steve has asked for them by Sept. 22; otherwise bring 15 copies with you to distribute on site.

Conferences

Istanbul - Volker reported that the agenda has been completed, and gave an overview of the topics that will be addressed. The agenda will be posted on the DRBF website. He noted the workshop modules are underway, and he expects to be able to review them with Training Committee Chair Kerry Lawrence in Houston.

Ann Meeting – Jim Donaldson reported that \$22,000 in sponsorships has come in, and there are few additional expected which should raise the overall sponsorships to about \$27,000. Ann gave an overview of the registrations to date.

International Conference - 2011 – Brazil has been selected as the host city. Volker noted there was a suggestion of moving the dates to February to coincide with Carnival, but he felt that was unlikely with a preference to keep it in the same time frame as previous events.

Sponsorship Policy – Dick Appuhn said that since he began pursuing conference sponsors for Cape Town, there have been recurring issues that he thinks should be addressed at the Board level. He noted the two problem areas are requests for registration slots and requests for speaker slots.

Dick noted it is a sensitive issue with many opinions. He understands the sponsors requests, but feels it is important to maintain the integrity of the agenda and the financial position. When registration slots are given with a sponsorship, it takes away from the overall financial impact.

He said there was one recent sponsor who dropped out, but once Dick spoke with him he discovered that the company's financial impact will actually be greater. They decided instead of sponsoring the event, they would invite clients to attend as their guests.

All agreed that it would be helpful to have a policy in place to ensure consistency across all events and give committee members the ability to address these issues when they come up. The Board thanked Dick for his work on the topic, and agreed to take a hard look at it in Houston and make some decisions.

Training

Kerry Lawrence reported that he had recently spoken with AAA about a situation with Colorado DOT. They were approached to offer training in order to expand CDOT's roster of potential DRB members, and AAA asked them to involve the DRBF. AAA does not want to administer the training, just serve as a facilitator for the program. They are discussing having a half-day A&P workshop packaged with a half-day program specific to CDOT's program. Kerry noted a similar program might work for the NC Turnpike Authority.

Other News

Ann reported she has an estimate from a graphic designer for a new brochure, and is talking with Steve about the overall budget for the project. She said she'll have more for the Board in Houston.

Kerry reported on a recent discussion he had with Larry Sheehan, whose wife has an impressive background and may have some promotional ideas for Foundation. He said he was thinking about planning a breakfast with her on Sunday morning in Houston. (note: At the Region 1 Board immediately after the Executive Board meeting, it was agreed that Kerry would invite Lura Sheehan to have lunch with Ann McGough, Blase Reardon and Jack Woolf on Friday at the Woodlands.)

The next meeting is scheduled for Friday, October 2, 2009 at the Woodlands Resort and Conference Center.

Meeting Minutes submitted by Ann McGough.