

PAACE  
October Board Meeting  
October 9, 2007  
Tri-County OIC, Harrisburg

Minutes

**Meeting called to order at 10:03**

**In Attendance:**

Chuck Klinger, Ruth Love-Schooley, Suzanne Webster, Lori Keefer, Alex Dow, Randy Bacon, Bob McNeill, Cathie Whitmire, Lori McMonigal, Kim Rossman, Eileen Kocher, Susan Mansuetti, Diane Inverso, Bootsie Barbour, Martin Senger, JoAnn Weinberger, Tana Reiff, Ulicia Lawrence, Julie Shumaker, Destiny Myers, Dehra Shafer, Sheila Sherow (arrived 10:12).

**Absent:**

Joe Morales, Scot Mentzer, Mary Anne Varacalli, Susan Adams, Mary Hohensee

**Secretary:**

Minutes of the September meeting were discussed. The only change was the room number of the meeting should be 304 instead of 305. Bob made motion to accept the minutes with the room number corrected, Suzanne seconded. Motion unanimously approved.

**President:**

At the last meeting we talked about Kayte resigning and her resignation letter. Chuck met with an HR attorney about how we left things with Kayte and our Executive Director position. The HR attorney suggested that we keep the independent contractor status. The HR attorney is reviewing the contract to be sure that our contract treats the person as an independent contractor rather than an employee. The HR attorney is willing to come to work with the board for about ½ an hour to talk about working with an independent contractor, if we are interested. This might happen at our January meeting. Tana asked if this would mean that we would not hire an executive director until after the meeting because we were trying to hire someone in November. One of the things suggested by the attorney was to put out an RFP with some guidelines for the proposals. Bob brought up the point that we should probably not be reimbursing expenses because that might indicate an employee relationship. Chuck said that she suggested that and that we as a board should have little input into how things are being done by the ED and that we should be interested in the product. The other concern is that we close things cleanly with Kayte. There was some discussion about Kayte's final report and resignation letter. Chuck and Diane thought that there were a few things that were interpreted differently by Chuck, Diane, and Kayte. Although we ended things amicably with Kayte, we wanted to be sure that the board understood Chuck and Diane's conversations with Kayte. Chuck handed out a memo in response to Kayte's letter.

Board Membership: I would like to discuss helping Debbie solicit a slate of officers for next year. We will discuss the Executive Director position under old business.

COABE: Chuck passed out the final reconciliation from the conference. We made approximately \$70,000 from the conference. Chuck will send this out electronically. The only thing outstanding is the \$5,000 from Contemporary. If they pay this, we will receive approximately \$2,500 of this amount. We lost approximately \$8,000 on the PAACE luncheon but this is not reported on the report because this was a separate expense. The reason for this loss is that we charged \$10 for the lunch but it actually cost us \$35 per person. Our net for this conference is approximately \$56,000.

Bob brought up that some of the profit from the conference is built into this year's budget. He asked what the plans were for the use of the rest of the money. Chuck stated that he believed that the money should not be used as future operating budget but rather for investment in products that can be used for future years. Bob's concern is where the organization is going financially.

Tana brought up that the conference and membership dues are supposed to pay for the Executive Director's salary and the cost of producing and distributing the Journal. Although in the past, the conference has not turned a profit but we are hoping to turn a profit on the conference this year. The budget for this conference is conservative and was budgeted to cover the Executive Director's salary and costs associated with the Journal. The budget is based on 650 registrants.

Chuck brought up that although we have bylaws that have procedures for things related to the budget but in practice this may be different. Diane made the point that the organization may not have been mindful of financial planning. Although we have had a budget that was to be revisited but that hasn't been done. A good, solid budget process for the organization would be important for the upcoming year. The board and the executive committee are responsible for the budget. Thanks to Tana for coming up with a budget for the conference that can be a foundation for future conferences. Bob brought up the fact that in the past there were attempts to put together a budget but it didn't happen for a variety of reasons. The organization has to do something about its fiscal condition.

JoAnn brought up that there are two points – one being budget planning and the other being comparison of actual expenses versus budget. Another point is that we are going to need a new treasurer. Dehra brought up the point that we need to decide if the conference budget meshes with the overall budget or if they are separate. Historically, the ED salary and Journal have not ever been part of the conference budget. There was discussion about whether our budget was on a fiscal or calendar year. It was agreed that there should be a committee to work on the budget in a proactive way. Diane Inverso, Alex Dow, Tana Reiff, Martin Senger, Dehra Shafer, and JoAnn Weinberger have volunteered to work on developing a budget.

#### Legislative Items:

Someone at State College Area School District –Community Education contacted Chuck about having an advocacy workshop. It seems like it is a fairly straightforward thing to contact local programs, the PDC, and others to put together a training that could be marketed to the other programs in the area. Chuck solicited input on this. JoAnn pointed out that this is the first time that someone has come to us to ask for training rather than PAACE offering it.

Bootsie said that in her region, there seems to be a lack of understanding as to what PAACE can do relative to advocacy and how PAACE can serve the field, through advocacy and other ways to draw them in.

Bootsie suggested that perhaps the PDCs could add something to the steering committee meetings to support the development of an advocacy network. Diane suggested that the reps could perhaps put a plug in at network meetings.

Suggestion was made to make a handout or two for the purposes of awareness of the benefits of membership in PAACE and the reason to become involved in advocacy. The division chairs have been doing some outreach work to contact people in their divisions. It is the mission of the board members to promote the organization and membership.

Diane suggested perhaps holding regional receptions to come to learn about PAACE and regional reps. The negative implication of these is that it is really difficult to try to reach people in all areas of the state.

Capitol Hill day is November 7<sup>th</sup>. There is a free bus going from Alexandria, VA if someone can get there. Karen is trying to get appointments with Casey's and Specter's offices but has not gotten confirmation yet. If anyone is interested in attending or has questions about this, contact Karen or JoAnn.

#### **Treasurer:**

Chuck passed out the treasurer's report.

For those that haven't heard, Mary has moved to California but is still staying on in the position until the new election.

JoAnn asked about what address PAACE should be using. The Literacy Council of Lancaster-Lebanon does not want to be receiving PAACE mail any longer. Dehra has offered her box in State College.

Tana moved that we investigate taking over the payment on the PO Box in State College and move forward with it if it is allowable.

Randy seconded.

Discussion: There was discussion about how permanent the address would be. Dehra can check the box until then. Tana pointed out that there are always people in State College that can check the mail. Cathy suggested just getting a box in PAACE's name. Dehra will investigate the post office boxes that would be available in the State College area and will get back to us.

The motion is amended to read that PAACE gives Dehra the authority to rent PAACE a post office box in the State College area and the expense will be reimbursed by the organization.

Motion unanimously approved.

Chuck is going to ask Mary to add to her report where the organization's expenses are compared to budget.

Tana moves that we accept the treasurer's report as presented. Cathy seconded.

Motion unanimously approved.

### **First vice-president:**

Overall things are going very well for the conference. There has been a great response from research. There are national groups submitting proposals. The higher ed group has quite a few proposals in. Tana is building a template for conference planning that can be built upon in the future. We'll consider what works, what doesn't, what could be improved, etc.

In addition to proposals, Tana has been investigating registration software. We are going to go with GiftTool. Tana has been in touch with Scot and Suzanne and GiftTool can integrate our membership database with this system. Once the database is integrated into GiftTool, each member will have a user ID, password, and authorization code. To register for the conference, the authorization code will be needed to get the member discount for the conference. Members will receive notification of their ID, password, and authorization code via email or regular mail. We're paying \$240 for two services of membership and registration and then \$.99 per transaction. GiftTool does not support PayPal so Tana is working with Mary to set up a merchant account system. GiftTool has a \$.24 fee if someone pays with a credit card. Dehra and Tana will work on setting up the page for registration. Tana and Mary feel that there will need to be a \$5 increase in the registration fees to cover these costs although the original registration fees had been published on the website.

GiftTool has the possibility of providing PAACE with many other services that we can investigate use in the future.

Division directors need to tell Tana if they are still planning to have a division lunch on Friday at the conference.

Diane asked how many RFPs were received. Tana said that she received 132 proposals but some of these were double sessions. We have approximately 98 spaces available.

This number doesn't include the round tables, of which we received 8 or 9 proposals.

We will be sending out bundles of conference brochures to be sent out after

Thanksgiving.

ESL Division chair asked what the tenure is of their position. The bylaws state that division chairs serve a 3 year term. Regional reps serve a 3 year term. The secretary and treasure server a 1 year term and can serve 3 consecutive terms.

**Technology report** – Scot asked about adding a statement on the membership registration form stating that by becoming a member you are registering for the listserv then you opt out. There was a question about whether or not the member's listserv should be only open to PAACE members. The general discussion was that the listserv will be for members only.

It was asked how many members we currently have and Suzanne was unable to give an answer due to the categories of inactive and active members. There is a way to do this through doing sorts but there are some bugs in the system right now. Scot is working on this.

Suzanne was looking in the bylaws about organizational membership. The bylaws state that an organization gets 1 individual membership but in practice in the past, we have given 2 memberships. Clarification is needed and we need to think of how to make the organizational membership more attractive for organizations to join.

For marketing purposes it was agreed that we can use 600 as an approximate number of members at any one time.

Scot, Tana, and Suzanne will continue to work on making sure that the membership database glitches are resolved. The database needs to be cleaned up and then exported to GiftTool and we will see how the new service will work for membership.

Bob made a motion to adjourn at 12:15. Cathy seconded. Meeting adjourned.

November meeting is a video conference.

December meeting is a conference call.

January meeting will be in Harrisburg.