RMACRAO Board Meeting  
July 23, 2010  
Santa Fe, New Mexico  
RMACRAO Annual Meeting  
MINUTES

Board members present: Barbara Tucci, Kelley Christman, Lara Medley, Corey Wahl, Kathy Fuller, Carolyn Gutierrez, Lane Buchanan, Paul McCarty, Tom Hartman, Kathleen Sena, Denise Esquibel, Dahl Grayckowski, Kathy Kendall  
Special Guests: Skip Ackler, CSU-Fort Collins, Local Arrangements Committee Chair for the RMACRAO 2011 Annual Meeting; Kathleen Sena, Exhibitor Liaison and Local Arrangements Committee Chair for the RMACRAO 2010 Annual Meeting; Denise Esquibel, New Mexico State University, Local Arrangements Committee Co-Chair for the RMACRAO 2010 Annual Meeting  

1) Meeting was called to order by Barbara at 12:48 PM.

2) Formal approval of the June 2010 minutes; watch your email for minutes from Barbara and approval via email.

3) Welcome new Board Members:  
   a. Barbara Tucci – President  
   b. Kelley Christman – President Elect  
   c. Tom Hartman – Historian  
   d. Kathy Fuller – Treasurer  
   e. Kathy Kendall – Secretary  
   f. Carolyn Gutierrez – VP New Mexico  
   g. Paul McCarty – Newspaper Editor

4) 2010 Annual Meeting Discussion and Feedback  
   a. Overall evaluations were good – only complaints were comfort levels in some rooms and problems with sound because of the air conditioning.  
   b. Attendees liked Steve Stucker but were not overly impressed with his message; not relevant to Higher Education.  
   c. Everyone loved Dr. Bernadette Montoya—wanted to hear more from her.  
   d. Need to try to get more Admissions people involved; there was an Admissions meeting in Colorado scheduled at the same time as the RMACRAO Annual Meeting. Why not have the Admission meeting at RMACRAO.  
   e. Kathleen stated that we were down 17 people from the count given to the hotel for catering the food. She would know more about the expenses by the end of the day. RMACRAO probably broke even for the entire conference. Denise gave estimates for the conference. We should not be in the hole for it.  
   f. Paradigm printed the certificates for the annual meeting; SungardHE paid $1500 for the T-shirts; NMSU paid $1000 toward refreshments; Perceptive Solutions paid for bags; Clearinghouse partially paid for a break; CollegeSource paid $700 toward the Native American dancers; LeapFrog paid $500 in absentia for dancers….Exhibitors go above and beyond the call of duty.  
   g. Denise stated that one registrant did not pay for the conference; she did not attend due to her mother’s medical emergency. The registrant had been given a travel grant. We will keep the grant and not charge her for the conference; however, she will have to pay for her hotel room fee.  
   h. Kathleen suggested cancellation charge of $10 (service fee) should be on registration form. Corey stated that it is on the form, as well as a refund disclaimer.
i. Skip said there was a problem trying to change credit cards. He was charged $10 for cancelling the one card when all he wanted to do was use a different credit card.

j. Corey will make sure he copies everyone on the LAC and the Exhibitor Liaison when anyone makes a payment for the RMACRAO annual meeting so that no one is left out of the loop.

k. There was discussion between Kathleen, Denise, Carolyn, Kathy F. and Barbara concerning the costs of the annual meeting.

l. Actual number of attendees = 101

m. The Board thanked both Denise and Kathleen for all of their hard work. Kathleen thanked the Board for their support.

n. Corey suggested the VPs go back to the schools (that didn’t attend) in their respective states to find out why they didn’t participate in this year’s annual meeting.

o. Barbara stated that she sent out emails to New Mexico schools as reminders. You have to make the effort to say we need you. Lots of changes at all schools with budget and personnel.

p. It was emphasized that RMACRAO needs all its members to participate in the organization!!!

q. Kathleen stated that the BOD members need to be participants in the business meeting other than sitting on the platform. Denise said the Board needs to introduce themselves to the members at the beginning of the conference. Lane asked if the Board members can sit with the RMACRAO members during the business meeting, or at least not have to sit up on a platform. It helps the membership get to know its Board members.

r. Need to get an evaluation/survey out on Cvent to all RMACRAO Annual meeting attendees for feedback. Corey said we can use canned questions or design our own; Kathleen suggested using both. Barbara said we need to have the evaluations back by the October meeting.

5) 2011 Annual Meeting Site Decision (Hyatt Denver Tech Center)

a. Should we have a budget for the conferences? Lara will get with other LACs to try to establish a budget. There is already a contract with the Hyatt for food.

b. Paul stated that we needed to recoup credit card fees somehow—a convenience fee? May have trouble with members if dues are raised.

c. For 2011, take the amount of the conference registration and add $10 to each registration.

d. Kathleen emphasized the need for a planning budget.

e. Paul suggested adding an activity to keep people around at the conferences.

f. Carolyn agreed that we need to keep everyone together—just have to keep in mind that transportation needs to be arranged.

g. Paul wants everyone to ask the younger members to give their ideas about entertainment that would be a fun event.

h. Corey stated that Comedy Works is new in Denver that is three blocks from the hotel.

i. Lara suggested having an event and charging members for it as well as transportation.

j. Corey suggested handing out coupons for the event for those that have noted they will be attending via their registration.

k. Denise recommended starting communications to members sooner than May and be consistent. Also, try to get everyone to register so that we have a better headcount.

l. Save the date needs to come from the VPs (send date and location). This can be sent via Cvent. The LAC and President should also send out reminders.

m. Carolyn asked if the Board will have an LAC committee to support the LAC Co-Chairs: Lara volunteered to be the Exhibitor Liaison; Kelley also volunteered. Kathleen mentioned that planning doesn’t take a lot of people. There is a need for more people to make things happen as date approaches. Barbara also suggested contacting those that have been on LACs before. Kathleen also stated the need to find facilitators for sessions. Tap into the attendees that said they would be willing to volunteer at the next annual meeting.

n. Carolyn asked about setting up for tax credit from Denver. Lara is still fighting with the city of Denver to get back monies for the 2009 annual meeting.
6) 2012 Annual Meeting Site Discussion (Wyoming)
a. Lane stated that Kay Leon-Western Wyoming would like to move the date of the meeting. She will email the Board with some dates. If not possible to move the date, then the University of Wyoming-Laramie would host the annual meeting.
b. Kathleen thanked the University of Wyoming for attending (representing Wyoming) this year’s meeting. Without them we would not have had a quorum.

7) Other Old business
a. We did not have the members vote at the annual meeting for the Marketing & Communications position. Kathleen said to look in the by-laws about using a special vote. Carolyn stated that we could have a special vote without a membership meeting.
b. Denise suggested the VPs start featuring one school (within each of their respective states) in the newsletter instead of trying to get all schools to send in their news.
c. Paul and Kathleen would like the Board to think about where the newsletter fits in the overall communication plan. Barbara asked the individual Board members to think about this as well.....is this the way we want to go with the Marketing & Communications position? This topic was tabled until the October 2010 Board meeting.

8) New Business
a. Carolyn asked if the cost of Quickbooks ($34.95/month on-line version) could be a line item for the budget. Total cost each year would be $419.40.
b. Kelley made the motion to buy Quickbooks from the general fund.
c. Barbara seconded the motion.
d. Motion passed for the non-profit web Quickbooks.
e. Corey will send out an email with list serve information to the Board.
f. Kathy will send the minutes to the entire Board.
g. Because so much has changed since RMACRAO began, Tom suggested we may need to re-write the articles to change membership categories to include private schools. He will look at the historical records/documents.
h. All RMACRAO forms need to be updated and have a communication plan for each.
i. We need to figure out a way to communicate with the membership using Facebook, Twitter, Forum, etc.

9) Next meeting
a. The next Board meeting will be held Monday, October 4, 2010, at Argosy University. Tom will host the meeting.

10) Kelley moved to adjourn and Lane seconded. Meeting adjourned at 3:09 PM.

Respectfully submitted,
Kathy Kendall
Secretary