
In Attendance

Present: Rich Thompson, Megan Konecny, Mike McDermott, Rob Forney Roy Helsing and Ted Salgado
Staff: Brenda Peterson

Minutes & Financials

Minutes – May 19, 2017, Board of Directors minutes. Motioned, seconded and passed. (With the change of Nevada RA to RFF.)

Financials Reports were presented to the Board for review. All agreed we are on track for the year.

Previous year comparisons show the 2017 Symposium income was down due to lower attendance. 2017 Symposium expenses also had high AV costs.

Bank statements and reconciliations to follow and will be included in Board meeting packets moving forward.

Committees

TEAM Introduction - Brenda Peterson will be the new Account Manager with TEAM providing new structural changes for continuous coverage and promotion of APRA's objectives.

Membership Committee -- No report.

Social Media – Mike to share APRA Facebook, LinkedIn pages with TEAM taking over scheduled posting. Proposed calendar of articles.

Newsletter Committee - New committee. The Board approved distribution of an APRA newsletter to provide educational outreach. Roy and Rich volunteered to head the Newsletter Committee. Newsletter committee/TEAM will ask APRA member for articles (450 words or less) to submit for each publication. Roy and Rich will approve all submissions and send on to TEAM after approval. Distribution to be APRA current-membership, prospective members and professionals in the reserve study industry, including vendors. It will also be posted on the APRA website.

Website – TEAM made updates on current website. Team utilized a focus group to determine website fluidity.

Board suggestions: A directory membership, searchable by area of service, PRA designations, City & State combined. Cancel the RS designation on the membership directory. Add company names and hyperlinks.

On behalf of the Membership Committee, Dale Gifford recommends increased website presence to grow membership. He recommends Reserve Study State Statute information on the resource pages, include sample site visit and a map with members populating areas of service.

Public Policy is yet to be developed. A lot of discussion on Public Policy publications. Rob and Roy volunteered to draft a list of suggested topics to present to the board and at the next Board meeting.

Part of the discussion involved site visit descriptions, sample reserve study, standardized practice for reserve study funding analysis.

Unfinished business

Infrastructure /Economic – Tabled.

Symposium 2018 - Discussion on location, time and 1-day options, regional. Decision to poll current members for preferences to hold Symposium in conjunction with CAI National/location/ Timeline. Ted to send TEAM Symposium location study.

Action items

1. Send bank statement & reconciliation - TEAM
2. Poll members for Symposium 2018 - TEAM
3. Create Newsletter/E-blast to members for articles to start the process -- TEAM, Rob Rich
4. Social Media Campaign -- Mike, TEAM
5. Website suggestions: searchable database. – TEAM
6. Position papers – Roy, Rob

Next Meeting

9/15/2017 APRA Board meeting 9:00 AM Pacific/11:00 AM Central Time