



## MSA EXECUTIVE BOARD OF DIRECTORS

### MINUTES

Xavier Mendez, President  
Randy Carnahan, Vice President  
Adin Selby, Secretary  
Rudy Cancio, Treasurer

---

<b>Friday, October 5, 2018</b>	<b>8:00 AM</b>	<b>Tukut Room</b>
--------------------------------	----------------	-------------------

---

1. Call to Order: President **Mendez** called the meeting to order at 8:06 a.m. in the Tukut Room of the Fantasy Springs Resort in Indio, California.
  - a. Pledge of Allegiance: President **Mendez** led the Pledge of Allegiance.
  - b. Introductions: President **Mendez** welcomed the guests in attendance, including Rick DeSantiago, Conference Chair with the Inland Empire/Desert Chapter.
2. Roll Call: Secretary **Selby** took the roll.

Arizona	Janet Martin – present	Matt Manthey – present
Central Coast	Randy Carnahan – present	Marvin Maggio - absent
Central Valley	Hal Berg – present	Chris Tamez - present
Greater Ventura Area	Steven Cruz – present	Kevin Wilson – absent*
Inland Empire /Desert	Xavier Mendez - present	Ken Fischer - present
Los Angeles/Orange Area	Gerard Batista - present	Bill Ornelas – absent
North Central Valley	Adin Selby - present	Gordon Wang- present
Redwood Empire	Melanie Fraley - present	Greg D’Ambrogi - absent
San Diego Area	Rudy Cancio - present	Tony Ulloa - present
San Francisco Bay Area	Tsutomu Imamura - present	Carl Valdez - present
Vendor Rep. / North	Joseph Ortega - present	Pete Cortopassi - absent
Vendor Rep. / Central	Gary Lewis - present	Erick Gustafson - absent
Vendor Rep. / South	Rob Manriquez - present	Adam Endress - absent
Maintainer Reps.	Mike Brooks - present	Bill Copeland - present
Financial/Website Asst.	Jerry Dankbar - present	
Education Director	George Bradley - present	
Administrative Asst.	Susie Evans - present	

\*Chuck Dean attended in Delegate Wilson’s absence.

- a. Approval of Minutes: [Motion by Delegate Valdez, seconded by Delegate Batista, to approve the Minutes of the May 10, 2018 Executive Board meeting. Motion carried unanimously.](#)

- b. Secretary's Report & Certificates: Secretary **Selby** had nothing to report.
3. President's Report: President **Mendez** presented Bill **Copeland** with a proclamation for winning the Peter Walsh Award for 2018. He reported on the following:
- a. Presidential Visits Report:
- Central Valley Chapter in July to Reedley with Chris Tamez
  - Central Coast Chapter with Randy Carnahan at the City of Buelleton for their Membership Meeting
  - San Francisco Bay Area Chapter at Union City Sanitation District for their Equipment Show
- b. President's Remarks: He recommended the incoming president take the opportunity to visit each chapter. He thanked all of the chapters for their hospitality.

4. Treasurer's Report: Treasurer **Cancio** reported the following:

Checking	\$	14,728.17
Time Deposit – 7561-3	\$	34,874.05
Time Deposit – 7601-7	\$	13,136.18
Conference Advances	\$	7,500.00
<b>Total</b>	<b>\$</b>	<b>70,238.40</b>

- a. Approval of Bills & Claims: He reported there are outstanding invoices that he'd like approval on to pay for Mike Brooks (\$322.08 for vendor plaques and 25 year vendor recognition sign) and George Bradley, Education Director, for September and reimbursement for Greenbook training for \$247.77. **Motion by Delegate Fischer, seconded by Delegate Ulloa, to accept the Treasurer's Report and approve payment of the listed outstanding invoices with addition to include the bill for reimbursement to the Inland Empire/Desert Chapter for the EBoard meeting. Motion carried unanimously.**
- b. Budget/Finance Committee: Jerry **Dankbar** reviewed some details of the recent expenses. He commented that the budget actuals appear to be matching the budgeted amount with some likely adjustments to make for next year. The balance in the checking account is a little low, but it accounts for the Education Director fees. He mentioned that the Board may want to consider increasing the membership fees in order to account for the actual expenses. Jerry **Dankbar** mentioned that if anyone knows of any vendors who wish to advertise on the MSA website, let him know. Delegate **Wang** commented for the vendor link fees, to help get more vendors, maybe the vendor logos could be at the top of the vendor page before their information (in alphabetical order). The website will be updated accordingly.
5. Maintainer Report: Mike **Brooks**, Three B Enterprises, said all is going well and there has been some more interest from vendors on advertising. He encouraged each Chapter to provide him with updated membership rosters. He still needs one from a few chapters. If there are new members added to the rosters, they will get the next issue. If there is a
-

special event coming up, send him a flyer and he will put it in the *Maintainer* at no cost. He encouraged Chapters to share information about things so he can write something up about it. Flyers can be sent as a PDF, other information can be sent in a Word doc, and pictures as JPG. He'd like to highlight awards also. The next hard deadline is October 15, 2018, for publication in November, which will be the last one for the year. George **Bradley** commented that future events should also be highlighted so it's not just a publication of previous event summaries. President **Mendez** mentioned that we previously talked about each chapter having one person designated to provide information for the *Maintainer* and having it as a standing item on their meeting agendas.

6. Education Program Report: Education Director **Bradley** reviewed the written report submitted. He reported they would be having an Inspection class in the near future. He spoke with Andy Trotter who gave him some information that should help them be able to have the Municipal and Urban Trees training at the beginning of the year. Delegate **Valdez** is working on the program for Plans Interpretation & Cost Estimating and Delegate **Wang** is working on the curriculum for Traffic Control Standards, Practices & Policies. He standardized the invoicing for instructors to submit to the EBoard for their services. He set up a PayPal account so students can pay online. If students pay online, he charges \$3.00 to help cover that fee. His goal is to get more courses to teach.

Mike **Brooks** reported that George **Bradley** would provide an updated article to put in the *Maintainer*.

President **Mendez** commented that anytime a new course is ready to start, perhaps a flyer could be provided so people can post for employees.

Jerry **Dankbar** added that the annual tax report is due in February and each chapter has to list people they paid for training. For IRS purposes, he will be sending 1099 forms to anyone listed. He asked that trainers be told this so they know to expect it. The 1099's should go out around March 1.

7. Vendor Report: Vendor Rep. **Lewis** reported the vendors had a good meeting yesterday which was very positive about the conference in general. The vendors thought the layout was great with the events all around the vendor booths. There were lots of people there and the vendors he spoke to all had positive feedback. Vendor Rep. **Manriquez** mentioned a new award that would cover vendor members, agency members, and staff who have impacted the MSA. So he was going to propose a new award, but Delegate **Fischer** commented that the Founders Award actually encompasses what he was proposing, so he wanted to recommend that chapters actively nominate for that award as appropriate. Vendor Rep. **Ortega** commented that this is his first meeting, but he is excited to participate. George **Bradley** commented that the Conference Guidelines & Protocols are old and need to be updated to include the Stellar Vendor Award, Vendor Rep. elections, etc. President **Mendez** commented that Delegate **Ulloa** would be speaking about that later in the meeting. Delegate **Valdez** commented that there is a Conference Advisory Committee established that could provide guidance, but it's been his experience that nobody asks for assistance. Vendor Rep. **Lewis** asked for clarification
-

on whether the vendors should have voted for new vendor reps. George **Bradley** indicated that's when it's typically done. Vendor Rep. **Lewis** said he would make sure that happens next year although they do talk about it. President **Mendez** indicated it is the responsibility of the vendors to make sure that is done and to communicate with the vendors and let the EBoard know who the reps are. Vendor Rep. **Manriquez** recommended that for the conference, the Conference Committee send a notice out to the vendors for the conference that they will be meeting and that elections will be held at the conference. President **Mendez** commented that the guidelines could be updated to include that.

8. MSA Foundation / 501(c)3 Report: Delegate **Valdez** reported the MSA Foundation Board held a meeting yesterday. The MSA Foundation Board is made up of Carl Valdez – President, Gerard Batista – Vice President, Tsutomu Imamura – Secretary, Jerry Dankbar – Treasurer, Michael LaRocca, Randy Carnahan, Rudy Cancio, and Ken Fischer – Board Members. There were also a few guests at the meeting. The Foundation has collected almost \$40,000 in donations. The purpose of the Foundation is to have the money donated be used to increase it's balance by investing it, although a minimum of \$100,000 is needed in order to get the investment started. They would like each Chapter to put their scholarship money into the Foundation under their own line item so they can reach that minimum in order for it to grow. They spoke about marketing the Foundation and getting the word out. Delegate **Valdez** is going to be sending a letter out to each Chapter and also a separate letter to the vendors. Both he and Jerry **Dankbar** have volunteered to travel to each chapter to help get the word out and be there to answer any questions. There was discussion about how to explain how the donated money will be used. He handed out some flyers, which has the pertinent information. Delegate **Fischer** asked for a commitment from each Chapter, by the end of the calendar year, to send their scholarship money to the Foundation. They can send the check to Jerry **Dankbar**, payable to MSA EDU, and ask that it be put in your chapter's line item. George **Bradley** recommended perhaps adding the Foundation information on membership applications. Delegate **Valdez** reported they drafted policies and procedures, which should be updated at their January meeting. President **Mendez** reiterated that Chapters are asked to send their scholarship funds to the Foundation.

President **Mendez** called for a break at 9:10 AM and called the meeting back to order at 9:24 AM.

9. Committee Reports:

- a. Education/Training Committee: *\*This item was re-ordered at the meeting.* Delegate **Valdez**, Committee Chair, reported there is nothing more to report other than about the progress of the Education Program. He is thinking that by the January meeting, he may consider recommending removing this committee since it is all now covered by the Education Director.
- b. Past President's Committee: *\*This item was re-ordered at the meeting.* Delegate **Valdez**, Committee Chair, reported that he and Delegate **Batista** met yesterday for a Past President's Meeting to seek out the next Treasurer. They have been approached
-

by some people and are also communicating with some in order to come up with a recommendation. President **Mendez** commented that there is a commitment needed from the suggested Treasurer to go through all the chairs and is a six-year commitment. George **Bradley** commented that the suggested candidate should also get the blessing from their employer knowing what the commitment will be.

- c. Conference Advisory Committee: Delegate **Ulloa**, Committee Chair, reported that there isn't anything new to report for the Sacramento Conference. He suggested at the EBoard level that an online registration be established so that it could be utilized for each new conference. They use it at the San Diego Chapter and it saves a lot of time and efforts and also to provide an avenue for people to register and pay online. He suggested having the EBoard establish it and then assign it to someone on the Conference Committee to customize it for their needs. Delegate **Fischer** recommended having a formal presentation next time. **January agenda item**
- d. Communication Committee: Vice President **Carnahan**, Committee Chair, reported that AskMSA hasn't been used much lately to communicate jobs or events as he'd like. Facebook isn't being utilized much, so there was talk about Instagram, but there may be some limitations for people working. Vendor Rep. **Ortega** recommended Twitter as a way to send information out and people receive notifications. Vendor Rep. **Manriquez** commented that Instagram could be integrated with Facebook. Vendor Rep. **Ortega** commented that businesses aren't typically recommended to have a Facebook page and a website because they compete with each other, where Twitter doesn't. President **Mendez** asked that the Communication Committee look into the different options such as Instagram, Twitter, Snapchat, etc. Mike **Brooks** asked how many people are part of the AskMSA Facebook (less than 50), so maybe we could find a way to bump up the participation or do something else. Delegate **Batista** commented that they usually have someone specifically designated and assigned to monitor the social media or perhaps have a Young Professionals group. Vendor Rep. **Ortega** recommended the Conference Committee have someone assigned to be a Social Media Chair. Delegate **Fisher** commented that perhaps the Communications Committee could establish a list of the Facebook accounts for each chapter and to perhaps establish specific hashtags so everyone is using a similar style.
- e. Marketing Committee: Vendor Rep. **Lewis**, Committee Chair, reported that after looking at the flyers already being made for the Education and the Foundation, he wonders how else can they market MSA. He thought maybe they could make magnets for "AskMSA" or something to promote what is already going. He thinks the best marketing is the personal word of mouth sharing of information and the education. Vendor Rep. **Manriquez** commented that when he and other vendors are at tradeshows, he puts the MSA flyers on their table.
- f. Website Advisory Committee: Jerry **Dankbar**, Committee Chair, reported that we switched the website over in May for the main website, San Francisco Bay Area Chapter, and NCVI Chapter. It's easy to use, add meetings to the calendar, and post jobs. We can also add flash ads to the website.

- g. Awards and Recognition Committee: Delegate **Fischer**, Committee Chair, reported that there are protocols for all of the awards and he encouraged people to read over the protocols before nominating someone for an award to make sure they meet the eligibility requirements. Delegate **Imamura** commented that following the protocols is what he plans to speak about in item 12 of this meeting agenda. He completed the guidelines thoroughly on the steps involved to get all of the awards out for the next person to do. He will no longer be able to work on the Awards and Recognition Committee. President **Mendez** thanked Delegate Fischer for all of his work on this committee and they'll talk about it more at the January meeting. Mike **Brooks** commented that he took on the 25-year vendor member recognition this year (there were three) and he anticipates two more next year. He encouraged vendors to contact him if they believe they have been members for 25 years; he will verify with the chapter if needed. Delegate **Fischer** commented that Scott Ryan is going to be coming on as a new delegate for the Inland Empire/Desert Chapter.

President **Mendez** called for a break at 10:17 AM and called the meeting back to order at 10:38 AM.

10. Conference Reports:

- a. 2018 Inland Empire/Desert Chapter: President **Mendez** stated he heard many people had a great time at the conference with a lot of work done by so many. He presented a check to the EBoard for \$4,115 from this year's conference based on 45 vendors (\$75 each = \$3375) and 74 full registrations (\$10 each = \$740). He anticipates being in the black on this, but will need to do a final tally and report back in January. Vendor Rep. **Manriquez** reported that his wife participated in the Spousal Program and she had a great time. Delegate **Valdez** commented that for the Past President's Meeting, in the future it would be helpful to have a set agenda and time to add to the protocol.
- b. 2019 North Central Valley Chapter: Secretary **Selby** reported the 2019 Conference Committee had a booth at the Vendor Expo with many promotions and giveaways to help promote the upcoming Conference at Holiday Inn in Downtown Sacramento September 30 – October 4, 2018 where the equipment show will be all indoors with 8-foot tabletop displays only – no large equipment. They should be able to accommodate at least 45 vendors (one- booth each) with an 8-foot table. There is a small area outside, but they still need to determine how they are going to distribute it and market it. The theme is Hot Rod with Sock Hop for the dinner dance.
- c. 2020 San Diego Area Chapter: Delegate **Ulloa** reported they are getting their committee together. He's working with ATTSA to bring in training for certifications in Traffic Control Technician and Traffic Control Supervisor. He's working on getting a grant to cover those costs for the 2-day class. They'll also offer Traffic Control Flagger. They're making sure they have enough room for equipment and tabletops. They're working on a promotional video for the end of next year. It will be held at the Bahia hotel on the water with a steamboat for the dinner.

- d. 2021 Central Valley Chapter: Delegate **Tamez** reported they are in the early stages of putting their committee together, including making contacts here at this conference. Delegate **Berg** is hoping that the EBoard can help them since their Board is relatively new. Mike **Brooks** commented that the EBoard may want to consider helping the Central Valley Chapter by having one of the May EBoard meetings in the Central Valley to partner with them for one of their meetings.

#### **OLD BUSINESS**

11. None.

#### **NEW BUSINESS**

12. Protocol to Follow Procedure for Peter Walsh Award Nomination: Delegate **Imamura** commented on this earlier in the meeting under Item 9g (Committee Reports – Awards and Recognition Committee) and reiterated that chapters should ensure nominations for this award meet all of the requirements and protocols.
13. Request to Host Conferences: Delegate **Martin** submitted an official request for the Arizona Chapter to host the 2022 Annual Conference which will coincide with the Arizona Chapters 25<sup>th</sup> Anniversary in the MSA. Delegate **Batista** indicated that the LA/Orange anticipates submitting a formal request to host the 2023 Annual Conference. President **Mendez** indicated the Board would vote on these requests at the January meeting. **January agenda item**
14. Request for Conference Advance Loans: None.

#### **ANNOUNCEMENTS**

President **Mendez** asked if there were any other announcements to be made. There were none.

15. Next Executive Board Meeting: President **Mendez** reported the next Executive Board Meeting is scheduled for Thursday, January 17, 2019 at the Holiday Inn in Downtown Sacramento, CA, along with the Conference Exchange Committee Meeting with EBoard dinner to follow. Executive Secretary **Evans** will send out confirmation of that along with other information in the next two to three weeks.

President **Mendez** commented that he thought it would be helpful in the future if the EBoard could be the master membership database for each chapter. **January agenda item**

The meeting was adjourned.

Respectfully submitted,

Adin **Selby**, Secretary

Prepared by: Susie **Evans**, Executive Secretary

---