



MSA EXECUTIVE BOARD OF DIRECTORS

MINUTES

Gerard Batista, President
Xavier Mendez, Vice President
Randy Carnahan, Secretary
Adin Selby, Treasurer

Friday, September 15, 2017 **8:00 AM** **Enterprise Room**

1. Call to Order: President **Batista** called the meeting to order at 8:01 a.m. in the Enterprise Room of the Radisson Hotel in Santa Maria, California.
 - a. Pledge of Allegiance: Vice President **Mendez** led the Pledge of Allegiance.
 - b. Introductions: President **Batista** welcomed the guests in attendance, including George Bradley (North Central Valley Chapter), Gordon Wong (North Central Valley Chapter), Al Cablay (Los Angeles/Orange Area Chapter), and Michael LaRocca (San Francisco Bay Area Chapter).

2. Roll Call: Secretary **Carnahan** took the roll.

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| Arizona | Lory Warren – present | Janet Martin – present |
| Central Coast | Bob Morgenstern – present | Randy Carnahan - present |
| Central Valley | Hal Berg – present | Carlos Magana - absent |
| Greater Ventura Area | Steven Cruz – absent* | Kevin Wilson – absent |
| Inland Empire /Desert | Xavier Mendez - present | Ken Fischer - present |
| Los Angeles/Orange Area | Gerard Batista - present | Bill Ornelas – present |
| North Central Valley | Adin Selby - present | Lyle Waite - present |
| Redwood Empire | Gary Dogali - absent | Vacant |
| San Diego Area | Rudy Cancio - present | Tony Ulloa - present |
| San Francisco Bay Area | Tsutomu Imamura - present | Carl Valdez - present |
| Vendor Rep. / North | Joe Fouret - present | Carol Dennis - absent |
| Vendor Rep. / Central | Gary Lewis - present | Erick Gustafson - absent |
| Vendor Rep. / South | Ben Howseman - present | Rob Manriquez - present |
| Maintainer Reps. | Mike Brooks - present | Bill Copeland - present |
| Financial/Website Asst. | Jerry Dankbar - present | |
| Administrative Asst. | Susie Evans - present | |

*Rick Fulmer attended in Delegate Cruz' absence.

- a. Approval of Minutes: [Motion by Delegate Warren](#), seconded by [Delegate Fischer](#), to approve the Minutes of the May 11, 2017 Executive Board meeting. Motion carried unanimously.
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- b. Secretary’s Report & Certificates: Secretary **Carnahan** had nothing to report.
3. President’s Report: President **Batista** presented Delegate **Valdez** with a proclamation for winning the Peter Walsh Award for 2017. He reported on the following:
- a. Presidential Visits Report:
- LA/Orange Area Chapter – attended the Annual Trade Show event and spoke as a representative of the EBoard as well as representing his own Chapter.
 - Greater Ventura Area Chapter – attended their Chapter meeting in Thousand Oaks.
 - San Diego Area Chapter – attended their annual Training and Equipment Show on July 6.
 - North Central Valley Chapter – planned to visit their meeting, but had a scheduling conflict.
 - Inland Valley/Desert Chapter – planned to visit, but had a scheduling conflict; will attend their meeting on October 26.
 - San Francisco Bay Area Chapter – will attend their November 7 meeting.
- b. President’s Remarks: He thanked the Central Coast Chapter for their hospitality and expressed his appreciation for all their efforts.
4. Treasurer’s Report: Treasurer **Selby** reported the following:

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|-----------------------|-----------|------------------|
| Checking | \$ | 31,880.99 |
| Time Deposit – 7561-3 | \$ | 34,866.49 |
| Time Deposit – 7601-7 | \$ | 13,100.68 |
| Conference Advances | \$ | 0.00 |
| Total | \$ | 79,848.16 |

Motion by Delegate Ornelas, seconded by Delegate Fischer, to accept the Treasurer’s Report as submitted. Motion carried unanimously.

- a. Approval of Bills & Claims: He reported recent repayment to Mike Brooks for the 25-year plaque for MME in the amount of \$211.10 and to George Bradley for the Education Program training fee for nine students in the amount of \$675 (which zeros itself out since payment of \$675 was received as the tuition income from those nine students).
- b. Budget/Finance Committee: Jerry **Dankbar** reviewed some details of the recent expenses. Money was received from the Northern Nevada/Tahoe Chapter to close out their treasury. He will provide numbers for the training program at the end of the year of what comes in and what goes out, which should be a net zero. The insurance bill is due this month, which will be paid. He will change the report at the next meeting to include a chart for year over year comparison. Vendor Rep. **Lewis** questioned about how many members there have been in previous years. Jerry **Dankbar** indicated he could provide more information at the next meeting. The number of 1,096 listed on the Treasurer’s Report doesn’t include Life Members, only paid agency and vendor members.

5. Maintainer Report: Mike **Brooks**, Three B Enterprises, encouraged each Chapter to provide him with updated membership rosters. He spoke with many new members who indicated they haven't received the *Maintainer*, but he can't send to them without updated membership rosters. 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 10, for publication at the end of October, which will be the last one for the year. The *Maintainer* goes out to about 1500 people. President **Batista** mentioned that there is a one-page flyer, which lists the deadlines for the *Maintainer*, which can be referenced as a tool. Mike **Brooks** thanked Delegate **Berg** who helped get him the 25-year vendor display information. Delegate **Fischer** mentioned that the Awards and Recognition Committee could take over the recognition display and associated awards from here on out. Delegate **Valdez** questioned if additional copies of the *Maintainer* are available and what the cost is. Mike **Brooks** provided a rough estimate of about \$2/issue. He indicated he would need to know in advance of going to print because he doesn't regularly print extras. Vice President **Mendez** suggested that each chapter get 20 extra issues each publication to hand out at meetings. Mike **Brooks** will look up the pricing and provide a quote by the next meeting in the event the EBoard wants to pay for it.
6. Education Program Report: Delegate **Warren** indicated that for Item 12 on this agenda, she would like to have three separate motions: one for the Policy and Procedures, one for the Education Director Candidate, and one for the Budget and Finance of the program. The Education Director candidate, George Bradley, is here to answer any questions at this time, but can't stay for the entire meeting. He has some great ideas to promote the program and get money coming in to finance them. Delegate **Warren** introduced George Bradley, member since 1984 and also a Vendor Member. Delegate **Fischer** noted that the wording in the report for the financing refers to the Beverly Copeland Foundation, but it should be corrected to read as the MSA Foundation since the Beverly Copeland Endowment Fund is being worked on, but isn't fully established yet; Delegate **Warren** agreed. George **Bradley** reported he is currently teaching a class of eight students, with another nine students ready to go for the next class. The Education Director will organize the program and instructors and track it including who passed and who instructed. The classes are entirely online. Delegate **Imamura** indicated he is in favor of the program, but is questioning the timing for the funding. Delegate **Berg** questioned why funding is even needed if the cost of the class then pays the instructor. George **Bradley** explained the difference between the administration of the program versus the instructor. There are 15 programs being established and if 12 of the courses are completed, the student will get the Public Works Specialist certificate.

Motion by Delegate **Fischer**, seconded by Delegate **Warren**, to approve the Policy and Procedure for Maintenance Superintendents Association Public Works Certificate Program. Discussion on the motion occurred with the following:

- Delegate **Imamura** noted there are more expenses for this program other than
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the \$500 month indicated in the Policy and Procedure.

- Delegate **Warren** spoke about the reasons she is in favor of this program.
- Delegate **Fischer** spoke in favor of the program moving forward and suggested perhaps raising the membership dues to help fund this.
- Vendor Rep. **Fouret** commented that the cost of \$75 per class is very minimal and he would be very open to paying more with vendors able to take such courses as Public Works 101 and Leadership training.
- Jerry **Dankbar** indicated he did some quick penciling of numbers and noted it's not an amount that isn't sustainable.
- Delegate **Ornelas** spoke in favor.
- Guest Al **Cablay** commented he has been part of APWA classes since back in the 1980's and the training offered is not the same, so he spoke in favor of this type of training.

After discussion, the motion carried unanimously.

Mike **Brooks** asked for an updated flyer for this program to put in the *Maintainer*.

Motion by Delegate **Warren**, seconded by Delegate **Waite**, to approve George Bradley as the Education Director effective October 1, 2017, which will also end Delegate Warren's monthly stipend of \$100/month. Motion carried unanimously.

Delegate **Warren** indicated she would draft up a contract for the position of Education Director and will provide it to the Executive Board Officers who will send it to the Delegates as a courtesy.

7. Vendor Report: Vendor Rep. **Lewis** congratulated Vendor Rep. **Fouret** as the 2017 Stellar Vendor Award winner. He indicated as a vendor he had some good experiences at the vendor show, including the hospitality suites, meal functions, etc. and thought the conference went really well. He hopes to speak at their next Chapter meeting to share this experience and to promote the upcoming conferences.

Vendor Rep. **Howseman** stated he asked other vendors if they got any good leads versus asking how many visited their booths and they all had good leads and experience. He said they didn't have a vendor meeting, but he did speak to many of the vendors.

Secretary **Carnahan** indicated he was disappointed that the vendors closed their booths before noon on Thursday and left early because there were many agency people who came on Thursday for training and then came out to see the vendors, but they were gone.

Vendor Rep. **Fouret** indicated at other tradeshow, some of them make it clear that vendors can't breakdown early, but there's no way to stop it if a vendor wants to leave early. There was discussion about asking vendors to leave deposits in the future for the booth/space with the ability to get the deposit back if they breakdown when listed. He suggested having updated vendor rep. information on the websites for each chapter so that the vendor reps. can communicate better with each other.

Delegate **Waite** indicated he is happy that there are many vendor representatives at the meeting who can provide valuable communication.

8. MSA Foundation / 501(c)3 Report: Delegate **Valdez** reported the MSA Foundation Board held a meeting yesterday. He explained that the Foundation is different from the Beverly Copeland Endowment fund, with the Endowment fund falling under the Foundation, but each have separate Boards. The MSA Foundation Board is made up of Carl Valdez – President, Gerard Batista – Vice President, Tsutomu Imamura – Secretary, Jerry Dankbar – Treasurer, Michael LaRocca – Director, and then yesterday added Randy Carnahan, Rudy Cancio and Ken Fischer to the Board. The Foundation received their first donation from Ken and Pam Fischer for \$5,000. They have another donation commitment from Frank Wheeler of \$10,000, which will be donated each year to the Beverly Copeland Endowment Fund. They are going to define the details of the administration of the donations to make sure it's handled appropriately. They have been meeting with an investment attorney, who has been working pro bono until finalized after which the fee will be a quarter percent. He will help the committee to proceed with the necessary work of defining the endowment fund in specific terms, as well as provide documentation to define himself as manager of the funds. The Board discussed how to pool the money from each chapter, starting a website, etc. They will continue to work on this and welcome any comments. Mike **Brooks** commented that Bev Copeland would've been very proud and happy to see this happen.

President **Batista** called for a break at 9:41 AM and called the meeting back to order at 9:53 AM.

9. Committee Reports:

- a. Education/Training Committee: Delegate **Valdez**, Committee Chair, reported there is nothing more to report other than about the progress of the Education Program.
- b. Past President's Committee: Delegate **Waite**, Committee Chair, reported that a formal letter was sent from EBoard President **Batista** to the Northern Nevada/Tahoe Chapter to memorialize that the EBoard took action to note them as inactive and to request the remaining funds to close out that Chapter. He indicated his concern that the Redwood Empire Chapter and Central Valley Chapter are also at risk of maintaining their status and participation. Delegate **Imamura** questioned if the EBoard and the Central Valley Chapter could jointly host a conference. Vendor Rep. **Howseman** said they are working to get more involvement with the Central Valley Chapter. Delegate **Ornelas** commented that previously there was a struggling Chapter and the EBoard instituted a committee to mentor them and perhaps it would be helpful to do that now. Delegate **Waite** indicated the Redwood Chapter meets bi-monthly and their Board is made up of retirees with two-year terms. Delegate **Warren** commented that the Arizona Chapter covers a very large area so they don't meet every month, but four times a year and make those events very valuable, noting their Equipment Shows bring about 400 people and trainings get about 100 people.

Delegate **Waite** shared that after this meeting, he will no longer be a delegate for the North Central Valley Chapter since his job is in a different location, but understands that Gordon Wang will represent that Chapter as a delegate.

President **Batista** asked to hear back in January about how the Redwood Chapter is progressing and likes the idea of getting a group together to mentor them. He will discuss it with the Executive Officers about how to proceed, with assistance from Delegate **Waite**. **January Meeting Item.**

- c. Conference Advisory Committee: Delegate **Waite**, Committee Chair, reported that nobody has come to him for assistance. He is available as a resource.
- d. Communication Committee: Secretary **Carnahan**, Committee Chair, reported that there has been an uptick in participation with AskMSA on Facebook.
- e. Marketing Committee: Vendor Rep. **Lewis**, Committee Chair, reported that the Committee hasn't met yet, so there is not an update at this time.
- f. Website Advisory Committee: Jerry **Dankbar**, Committee Member, said there is nothing new to report. Inquiries to the webmaster have been minimal. Delegate **Valdez** commented that it's a little difficult to access the education information on the website. Delegate **Waite** provided Jerry **Dankbar** with a list of new information to update on the website. Executive Secretary **Evans** stated there were areas that could be changed to organize the website and was directed to make those changes. Vice President **Mendez** commented he asked for a copy of the MSA Chapters map for someone to send him so he can have a GIS person re-do it. Vendor Rep. **Lewis** indicated the Marketing Committee would take the task of updating the MSA Chapters map.
- g. Awards and Recognition Committee: Delegate **Fischer**, Committee Chair, reported that all the awards have been passed out. He is writing guidelines to include the steps involved to get all of the awards out for the next person to do. He hopes to have that completed by the next meeting.

10. Conference Reports:

- a. 2017 Central Coast Chapter: Delegate **Morgenstern** stated he hoped everyone had a great time at the conference. They had a small committee, but they all worked very hard. He noted the conference protocol should be updated since new things have been added, including the Stellar Vendor and Founder's Awards. Secretary **Carnahan** reported that a handful of people had to go to a different hotel, but that's because many people registered late. Delegate **Ulloa** suggested it might have helped to cut back on late registrations if it were available online. Delegate **Cancio** agreed.
 - b. 2018 Inland Empire/Desert Chapter: Vice President **Mendez** reported the 2018 Conference Committee had a booth at the Vendor Expo with many promotions and giveaways to help promote the upcoming Conference at Fantasy Springs Resort and
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Convention Center in Indio October 2 – 5, 2018. The Equipment Show will be indoors with controlled climate. The food area will be right where the Equipment Show is along with the training classes. They are going to have food stations “Taste of the IE” in the vendor area to help with foot traffic near the vendors. They will offer free hot dogs to any orange shirt that comes. They are duplicating the successful event they had in 2011. Their theme is the Golden Age of MSA. The attire for the Thursday night dinner dance will likely be fancy with tuxedos and such – no costumes. They intend to offer a lot of training. It’s the 50th Annual Conference, so they are planning it to be a large event. All of the information will be in the upcoming *Maintainer*. Vendor Rep. **Gustafson** from Zumar adjusted the logo to be gold for the conference and to go along with the theme. He also had a print quality logo made for use if anyone needs it. The golf course has been secured.

- c. 2019 North Central Valley Chapter: Jerry **Dankbar** reported they are setting up the contract with the Holiday Inn in downtown Sacramento where the equipment show will be all indoors for 8-foot tabletop displays only – no large equipment. They should be able to accommodate 45 – 60 vendors with an 8-foot table. Vendor Rep. **Fouret** asked for clarification on the booth size to make sure the space is at least 10-feet even though the tabletop will be 8-feet. Jerry **Dankbar** stated there will be less training classes as in the past, but they will be better quality. The only parking available is the City parking lot, which is \$18 per day - non-negotiable. The conference dates will be September 30 – October 4, 2019.
- d. 2020 San Diego Area Chapter: Delegate **Ulloa** reported they are likely to secure a hotel on the water with a steamboat for the dinner. There will be Fishing, Golf, two-days of training with various certifications, and 1-1/2 days for the vendor show. They hope to have the theme and logo by the January meeting.

President **Batista** called for a break at 11:00 AM and called the meeting back to order at 11:05 AM.

OLD BUSINESS

- 11. Status of Northern Nevada/Tahoe Chapter: President **Batista** indicated this item was reported on earlier in the meeting under Item 9b – Past President’s Committee.

NEW BUSINESS

- 12. Recommendation for Education Director Candidate: This item was discussed and voted on earlier in the meeting under Item 6 – Education Program Report. Delegate **Warren** stated there is about \$2,300 on the current Education line item of the budget, which takes should be sufficient up to January for payment of the new Education Director. She suggested earmarking the money from the now inactive Northern Nevada/Tahoe Chapter to go into the education line item. Delegate **Ornelas** shared that previously for a different chapter that was marked as inactive, the EBoard held their money on hold for six months just in case it got revived. President **Batista** spoke in support of that therefore, no further motions are necessary at this time. Vendor Rep. **Fouret** noted \$80,000 is available in the bank and perhaps the EBoard could put \$10,000 into the
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education line item. President **Batista** mentioned there is work being proposed associated with the MSA Foundation that they can formally bring back to the meeting in January to address this.

13. Request to Host Conferences: None.

14. Request for Conference Advance Loans: None.

ANNOUNCEMENTS

President **Batista** asked if there were any other announcements to be made. Delegate **Waite** thanked everyone since he will no longer be a delegate. He will continue as an MSA member, but in a different role. Delegate **Morgenstern** stated that January would be his last meeting as a delegate.

15. Next Executive Board Meeting: President **Batista** reported the next Executive Board Meeting is tentatively scheduled for Thursday, January 18, 2018 at the Fantasy Springs Resort in Indio, CA, and Executive Secretary **Evans** will send out confirmation of that along with other information in the next two to three weeks.

Motion by Delegate **Fischer**, seconded by Delegate **Ornelas**, to adjourn the meeting at 11:22 AM. Motion carried unanimously.

Respectfully submitted,
Randy **Carnahan**, Secretary
Prepared by: Susie **Evans**, Executive Secretary
