



MSA EXECUTIVE BOARD OF DIRECTORS

MINUTES

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

Thursday, January 18, 2018 1:00 PM Ballroom 1 and 2

- 1. Call to Order: President Batista called the meeting to order at 1:03 p.m. in Ballroom 1 and 2 of the Fantasy Springs Resort in Indio, California.
a. Pledge of Allegiance: Vice President Mendez led the Pledge of Allegiance.
b. Introductions: Michael LaRocca from the San Francisco Bay Area Chapter was in attendance.
2. Roll Call: Secretary Carnahan took the roll.

Table with 3 columns listing attendance for various regions: Arizona, Central Coast, Central Valley, Greater Ventura Area, Inland Empire /Desert, Los Angeles/Orange Area, North Central Valley, Redwood Empire, San Diego Area, San Francisco Bay Area, Vendor Rep. / North, Vendor Rep. / Central, Vendor Rep. / South, Maintainer Reps., Financial/Website Asst., Education Director, Administrative Asst. Each region is paired with a name and status (present, absent, or present\*\*).

\*Rick Fulmer attended in Delegate Wilson's absence.

\*\*Delegate Berg arrived at 1:21 PM; Vendor Rep. Gustafson left at 3:36 PM.

- a. Approval of Minutes: Motion by Delegate Warren, seconded by Delegate Morgenstern, to approve the Minutes of the September 14, 2017 General

---

Membership meeting and September 15, 2017 Executive Board meeting as submitted. Motion carried unanimously.

- b. Secretary’s Report & Certificates: Secretary **Carnahan** prepared certificates for Joe **Fouret**, Vendor Rep. – North, Lyle **Waite**, Delegate for the North Central Valley Chapter, and Bob **Morgenstern** for the Central Coast Chapter for their service on the Executive Board.

3. Treasurer’s Report: Treasurer **Selby** reported the following:

|                       |           |                  |
|-----------------------|-----------|------------------|
| Checking              | \$        | 23,660.54        |
| Time Deposit – 7561-3 | \$        | 34,869.08        |
| Time Deposit – 7601-7 | \$        | 13,112.17        |
| Conference Advances   | \$        | 0.00             |
| <b>Total</b>          | <b>\$</b> | <b>71,641.79</b> |

He indicated that the annual membership dues are payable today.

- a. Approval of Bills & Claims: None.  
b. Approval of 2018 Budget: Jerry **Dankbar** reviewed the proposed budget for 2018 as provided as part of the Treasurer’s Report and asked for any questions; there were none. Motion by Delegate **Fischer**, seconded by Treasurer **Selby**, to accept the Treasurer’s Report and 2018 Budget as submitted. Motion carried unanimously.

**\*\*Delegate Berg arrived at 1:21 PM.**

- c. Budget/Finance Committee: None.  
d. Annual Tax Form Deadline: Jerry **Dankbar** noted the deadline for chapters to submit their Annual Tax Form is February 7, 2018. Otherwise, there will be a \$10 late fee per day. He noted if a chapter knows they are going to be late, just notify him. There is an updated form that was sent out.
4. Maintainer Report: Mike **Brooks**, Three B Enterprises, reported that all is good with the *Maintainer*. There are some new advertisers, with some older advertisers dropping off. He asked chapters to send him updated information by January 25, 2018, such as Member and Vendor of the Year, so he can add in the *Maintainer*. He also asked for updated Chapter rosters in Excel.

President **Batista** asked if the Maintainer calendar of due dates has been updated for 2018 because it is a very useful tool. Mike **Brooks** indicated it hasn’t been updated yet, but would be.

Mike **Brooks** reported there is a new article series (Blast from the Past) that he plans to include in each publication.

Vice President **Mendez** followed up on his question from the last meeting about the cost to chapters if they would like extra copies of the *Maintainer* to hand out at meetings. Mike **Brooks** confirmed that the previous estimated amount is correct (20 copies at \$2.00

each or if shipped, \$3.00 each). However, Chapters would need to let him know how many additional copies are needed by the article deadline listed on the *Maintainer* calendar in order to have those extra printed.

5. Education Program Report: Education Director **Bradley** provided a written report and referred attendees to it. He read some positive comments he's received from recent students who have taken the classes, some of which have recently received promotions. He indicated that more courses and instructors are needed. He is working on a record tracking system of students to note the classes they've taken, etc. He believes updated PowerPoint presentations and marketing is needed and is being worked on. He suggested the MSA Marketing PowerPoint be updated (and exclude people's names). He is looking into creating a Facebook and LinkedIn page for the Education Program. He has also been asked about the ability to accept credit cards, so he is considering creating a PayPal account in order to accept payments. He shared that some students have started training prior to paying because many experience delays in getting checks from their Finance Department. He indicated that it might be necessary to purchase an embosser to lower the cost of the certificates that he makes for each student who finishes a class.

Delegate **Morgenstern** suggested having a class for Contract Management. Vendor Rep. **Lewis** inquired where the majority of the students are hearing about the training. Education Director **Bradley** responded that it's mostly word of mouth. He indicated class sizes are 4 – 10 students. The convenience of the MSA training is the online self-paced component. Vice President **Mendez** mentioned that he received an email that indicated several trainings that are coming up. Vendor Rep. **Lewis** asked if that email could be shared with the EBoard. Vice President **Mendez** suggested also including the class syllabus. The information can also be added to the website.

6. Vendor Report: Vendor Rep. **Gustafson** spoke about the following:
- Stellar Vendor Award: There is interest by some to reduce the years of service from 10 years to 5 years for the award nomination criteria. President **Batista** responded that the changes could be brought to the Board for approval at the May meeting for the next award cycle in 2019. Delegate **Morgenstern** mentioned that the criteria for the Peter Walsh Award is 5 years. **This will be added to the next meeting agenda for approval.** Delegate **Ulloa** volunteered to get the wording changed and brought back to the Board for approval of the change. Delegate **Morgenstern** wanted to note for the record that he thinks the Stellar Vendor Award should be awarded at a different event other than the Vendor Hospitality because he felt there was too much distraction at the event which took away from the award
  - Conference Timeline: He suggested consideration be given to changing the conference timeline to have the Vendor meeting on Thursday, with the Banquet on Wednesday night and Equipment Show on one specific day. Vendor Rep. **Lewis** summarized having the EBoard meeting right after the President's lunch. He realizes some of the changes may not happen in the coming years with plans already in place, but this is being brought up as a topic of conversation. Delegate **Valdez** mentioned that there is a Conference Advisory Committee where this can
-

be brought up for possible changes, so vendors should contact the Conference Advisory Committee to suggest the possible changes. Delegate **Warren** commented that the EBoard President can work with the current Conference Committee to list an agenda of what needs to be done and when so that everyone knows the agenda.

President **Batista** called for a break at 2:19 p.m. and called the meeting back to order at 2:33 p.m.

7. MSA Foundation / 501(c)3 Report: Delegate **Valdez**, President of the Foundation, reported that the Foundation Board met earlier today. The donations received to date total \$23,592. He noted that when Delegate **Imamura** received the Peter Walsh Award in 2017, he elected not to receive a ring as is customarily done, but instead he donated the money that would have been spent on it to the Foundation. The Foundation is developing a plan for future donations received and the marketing. The Foundation information should be shared at each Chapter meeting. He is going to be sending information out to each Delegate to share. There will be a flyer made and a 1/ 2-page ad in the *Maintainer*. They may have testimonials included, so he asked each Chapter to go back into their records for previous scholarship recipients as a source for the Foundation to include with the testimonials. A link to donate will eventually be added to the website for people to donate quickly. An Endowment Board will be established in the future. They may have Rick Raybin, investment manager, attend a future EBoard meeting to explain how the Endowment Fund will be invested.

8. Committee Reports:

- a. Education/Training Committee: Delegate **Valdez**, Committee Chair, reported that moving forward, there might not be a necessity for having this committee, since there is an Education Director. He suggested keeping it in tact for another year until it can be determined if it's still necessary.
  - b. Past President's Committee: Delegate **Valdez**, Committee Vice Chair, reported that Lyle Waite is no longer part of the EBoard, so he will nominate the candidate for Treasurer later in the meeting under elections.
  - c. Conference Advisory Committee: President **Batista** reported that Lyle Waite used to be the Chair, in his absence since he is no longer on the EBoard, he has reached out to every chapter planning a conference and hasn't been asked for any assistance.
  - d. Communication Committee: Treasurer **Carnahan**, Committee Chair, reported that there has been more use of Facebook with 28 "friends".
  - e. Marketing Committee: Vendor Rep. **Lewis**, Committee Chair, reported that he reached out to committee members Mike **Brooks** and Hal **Berg** and talked about updating the tri-fold to make sure the information is up to date. He proposes reviewing it and make necessary changes and then talk about distribution. He also wants to promote handing out the Education flyer and the Foundation flyer once it is made. He talked about working more with APWA as some chapters are also doing. He suggested he and perhaps others might want to attend some APWA meetings to promote MSA. Several other Delegates commented about their successful
-

collaboration with APWA. Delegate **Valdez** indicated he would email the tri-fold to Administrative Assistant **Evans** to disseminate to the EBoard. Mike **Brooks** suggested Education Director **Bradley** is included on the Marketing Committee. Education Director **Bradley** suggested if MSA members win the collaborative Rodeo competition and are sent by APWA to the national Rodeo to compete, they should be dressed in appropriate MSA shirts promoting MSA. Delegate **Berg** shared that he is a past president for their local APWA chapter who wants to meet with MSA, but his local MSA Chapter is unsure about moving forward. Delegate **Ulloa** shared that the San Diego APWA Chapter wants to bridge the gap between the Directors and the field staff. He suggested that each chapter provide a team for a Conference Rodeo that San Diego plans to have at the 2020 conference.

- f. Website Advisory Committee: Jerry **Dankbar**, Committee Chair, reported that the website is fine, but does have some issues. One thing to work on short-term is to promote the Education more, renaming the Learn button and make it easier to navigate to. A long-term goal is to give the website an update within the next year. He is going to work on getting the PayPal set-up with an online button so that students can pay online for the Education program. He asked if anyone notices anything wrong with the website, please let him know. Vendor Rep. **Cortopassi** commented that he goes to the Calendar on the website and notices that many chapters don't have it populated. Each chapter should have access to enter their events, but last year many chapters sent a list of their events to Administrative Assistant **Evans** who entered them. Delegate **Wang** asked if there are instructions on how to enter the calendar dates. Jerry **Dankbar** indicated he would get him the instructions. Vice President **Mendez** noted that at the last meeting, there was discussion about the Chapter Boundary map, but he never received anything from anybody. So, he had one of his GIS staff update the Chapter Boundary Map, which removed the chapters that are no longer active. The draft was displayed and he asked each chapter to review the draft and make changes, including the names of the chapter presidents. Also, for the inactive chapters, for the counties that aren't represented, he asked if they can be color coded to the nearest chapter with hash marks so that they know which chapter to contact. Many delegates commented that they prefer the map with the county lines.
- g. Awards and Recognition Committee: Delegate **Fischer**, Committee Chair, reported the due dates for nominations of the Peter Walsh (April 1) and Stellar Vendor (April 1) Awards. Founder's Award nominations are due by the end of the May meeting. Mike **Brooks** asked that pictures of nominees be sent as a separate file in addition to the photo being placed in the nomination form, for purposes of using them in the *Maintainer*.

9. Conference Reports:

- a. 2017 Central Coast Chapter: Delegate **Morgenstern** reported he shared a summary of the report at the Conference Information Exchange Meeting this morning. There were 61 Full; 63 Single Day (Wednesday) and 50 Single Day (Thursday); 10 Life; 42 Vendor; and 21 Spousal registrations. The total income was \$86,070; total expenses were \$71,282.00; with a total profit of \$14,788.
-

- b. 2018 Inland Empire/Desert Chapter: Vice President **Mendez** reported the conference would be held at the Fantasy Springs Resort Convention Center in Indio, CA from October 2 – 5, 2018 with the theme “The Golden Age of MSA” since it is the 50<sup>th</sup> Annual Conference. The rooms are nice, with great restaurants and casino. The exhibit area is amazing and all climate-controlled since it’s indoors where the training and vendor show will be. They are planning to have a variety of training options. The registration forms will be on the website and in the *Maintainer*.
- c. 2019 North Central Valley Chapter: Delegate **Selby** reported the conference would be held at the Holiday Inn in downtown Sacramento from September 30 – October 4, 2019. They are going to have an indoor tabletop vendor show only, although there will be an unsecured outside area if any vendor wants to bring a large piece of equipment. The room rate is \$144, plus parking \$16/day or \$24/day for valet. If anyone wants a suite, let Jerry **Dankbar** know. All of the training rooms are adjacent to the vendor area and the food is at the center of the vendor area so everyone will need to walk through that area.
- d. 2020 San Diego Area Chapter: Delegate **Ulloa** reported the conference would be held at the Bahia Resort on Mission Bay in San Diego from September 21 – 25, 2020. The resort has it’s own private beach on one side and the ocean on the other. More information will be provided at a later date.

#### **OLD BUSINESS**

- 10. Status of Redwood Empire Chapter: President **Batista** reported he was unable to visit the Redwood Empire Chapter this year. He found it was difficult to communicate with the Chapter representatives, although former Delegate Lyle Waite, who is new to that chapter, has helped him. Their Chapter President Gary Dogali then moved to Texas in January and longtime member Lance Heide left the Chapter as Secretary (there since 1979). Lyle Waite is working with Lance Heide to gather the existing information to continue moving forward. Vice President **Mendez** plans to visit and work with that Chapter in 2018. Lyle Waite is going to host the March meeting in Novato where Education Director **Bradley** will be the Vendor on a Soapbox. Delegate **Valdez** shared that due to the proximity of their chapters, the San Francisco Bay Area Chapter will help to support the Redwood Chapter to help foster the continuation of their membership. Vice President **Mendez** suggested (along with Treasurer **Selby’s** suggestion) that Education Director **Bradley** do a YouTube video about the Education program that could be shared with all chapters at their meetings and on the website.

Vendor Rep. **Gustafson** left the meeting at 3:36 PM.

#### **NEW BUSINESS**

- 11. Chapter Reports: Delegate **Imamura** wanted to discuss the purpose of the Chapter Reports, which have been done for years. He wondered if the narrative reports were necessary and if not, then do they need to be done. He wondered historically what the purpose of it was. Education Director **Bradley** commented that the narrative was used as a tool to share what other chapters are doing to help their chapters flourish. Mike

**Brooks** commented that they were also previously used to help the *Maintainer* for their use for articles, although the *Maintainer* is phasing it out because he finds it to be repetitive. Instead, he suggests chapters just use the website calendar. The preparation of the Chapter Reports is not a requirement of the bylaws, but was just a practice. Delegate **Warren** suggested that it may not be necessary to distribute to all chapters, but does think it is important for the EBoard Officers to have that information. Delegate **Valdez** commented that he thinks each delegate should receive the narrative report because at some point, they may be an EBoard Officer, so it's helpful for them to have an idea of what's going on with each chapter. Delegate **Imamura** shared a template of what he has used for the San Francisco Bay Area Chapter. Education Director **Bradley** commented that instead perhaps each chapter just sends a copy of the chapter meeting agendas and minutes from each meeting. President **Batista** indicated the EBoard Officers would take time to discuss this and bring it back to the May meeting for discussion or decision. [Next meeting agenda item.](#)

12. Request to Host Conferences: Delegate **Berg** reported that the Central Valley Chapter would like to host the 2021 conference. A formal request will be submitted at the next meeting for approval.

The North Central Valley Chapter requested a conference advance loan of \$5,000. [Motion by Delegate Warren, seconded by Delegate Morgenstern, to approve the conference advance loan of \\$5,000 to the North Central Valley Chapter. Motion carried unanimously.](#)

13. President's Report:

- a. President's Report: President **Batista** reported that he visited the following:
- Inland Empire/Desert Chapter in October for their vendor appreciation event.
  - San Diego Chapter in October for their 1<sup>st</sup> Annual Sport Fishing trip and noted the chapter is full of enthusiasm and fresh ideas and fellowship.
  - San Francisco Bay Area Chapter in November for their Past President's meeting with so many past presidents in attendance. The event was well-organized; he thanked them for their hospitality
  - North Central Valley Chapter for their holiday meeting, chapter appreciation and induction of officers, which was very well attended.
- b. President's Remarks: President **Batista** expressed he was fortunate to lead the organization for the past year. It was hard to balance it as many can understand, but his enthusiasm is the same as when he started. He was fortunate the MSA Foundation/501(c)3 was established during his term; he thanked Delegate Imamura, Bill Copeland and Michael LaRocca for all their work on that. We also saw advancements in the Education Program with the addition of George Bradley as Education Director. He was happy to see additions to the Vendor Representation to get their voices heard and strengthening their input. He thanked the Officers and group for all their hard work.

14. Election of Officers: Delegate **Valdez**, Vice Chair of the Past President's Committee, took nominations for Treasurer. The Past President's Committee nominated Delegate **Cancio**
-

as Treasurer and submitted a vote to ratify to move all Officers forward through the chairs. Motion by Delegate **Warren**, seconded by Delegate **Fischer** to approve the vote submitted. The white ballot vote for 2018 Officers carried with Delegate **Cancio** as Treasurer. Motion carried unanimously.

- a. President: Xavier Mendez
  - b. Vice President: Randy Carnahan
  - c. Secretary: Adin Selby
  - d. Treasurer: Rudy Cancio
  - e. New Vendor Reps: Pete Cortopassi and Joseph Ortega
15. President's Awards: Outgoing President **Batista** had gifts of appreciation for several members of the EBoard and staff.
16. Past President's Plaque: Outgoing Vice President **Mendez** awarded the Past President's Plaque to Outgoing President **Batista** for his service as President for 2018 and Outgoing President **Batista** presented newly elected President **Mendez** with the gavel.
17. Incoming Chairman of the PPC and Vice Chairman: President **Batista** announced that Delegate **Valdez** would Chair the Past President's Committee, with Delegate **Batista** as Vice Chair.
18. Message from New President: President **Mendez** indicated his appreciation for the support and promises to do a good job. He hopes to continue with the wonderful things his predecessors have started and are doing. He's been with MSA since 1999 and wants to visit each Chapter and also wants to push the MSA Certification program on his visits and whenever possible. He committed to finishing the Chapter Boundary map and also work on making sure that vendor appreciation is handled and that each chapter show their support to the vendor members as much as possible. The support system and friendships he's made will stay with him forever. He looks forward to a year of hope and new beginnings.
- a. Committee Assignments: Incoming President **Mendez** announced the following assignments:
    - Education and Training – Carl **Valdez**, Chair and George **Bradley**, Co-Chair
    - Past President's Committee – Carl **Valdez**, Chair and Gerard **Batista**, Vice Chair
    - Conference Advisory Committee – Tony **Ulloa**, Chair. He asked Delegate **Ulloa** to review the conference protocol for updates. He asked Delgate **Valdez** to establish a checklist of items that should be handed over from conference to conference.
    - Communication Committee – Randy **Carnahan**, Chair
    - Marketing Committee – Gary **Lewis**, Chair and George **Bradley** Co-Chair
    - Website Advisory Committee – Jerry **Dankbar**, Chair
    - Awards and Recognition Committee – Ken **Fischer**, Chair. He noted Delegate **Fischer** could not commit past 2018, so a new chair will be needed moving forward after 2018.

Income President **Mendez** is going to work on a new format for the chapter reports. He is going to work with his IT staff to get a fillable form together and will have Administrative Assistant **Evans** send it out to the Delegates.

---



**ANNOUNCEMENTS**

19. Next Executive Board Meeting: The next Executive Board Meeting will be held at 1:00 PM on Thursday, May 10, 2018 at the South Pointe Hotel in Las Vegas, NV.

Motion by Delegate **Fischer**, seconded by Delegate **Carnahan**, to adjourn the meeting at 4:45 p.m. Motion carried unanimously.

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

---