



FFMA Board of Directors

Conference Call

May 5, 2010 – 2:00 pm

Conference Number: 1-866-459-9589

Pass Code: 813-494-6004

1. **Approval of Minutes** Mickey Farrell
 - Board Meeting Conference Call on April 7, 2010

2. **President's Report** Mickey Farrell
 - IAAM Legislative Initiative
 - Annual Conference Free Night Offer Update
 - Board Meeting Schedule
 - Newsletter
 - Four Seasons 2010 Contract Update (*attachment 1*)

3. **Committee Reports**
 - Annual Meeting Program Committee Kim Stone
 - Draft of Annual Meeting Agenda (*attachment 2*)
 - Budget Committee Kim Stone
 - March 2010 Financials (*attachment 3*)
 - By-Laws Committee Roger Englert
 - Legislative Committee Ron Spencer
 - Legislative Session Update (*attachment 4*)
 - Membership Committee Mary Bensel
 - Nominating Committee Allen Johnson
 - Operations Committee Judy Joseph
 - Scholarship Committee Mark Striffler
 - Site Selection Committee Allen Johnson
 - Sponsorship Committee Barry Strafacci
 - Sponsorship List (*attachment 5*)
 - Website Committee Mark Striffler

4. **Old Business**

5. **New Business**
 - Next Conference Call – June 2, 2010 – 2:00 p.m.

6. **Adjourn**

**Florida Facility Managers Association
Board Meeting Minutes (Conference Call)
May 5, 2010**

Present: President Mickey Farrell, Vice President Judy Joseph, Secretary/Treasurer Kim Stone, Roger Englert, Ron Spencer, Patrick McGrew, Cherie Dubay, Mary Bensel, Wayne Malaney, Barry Strafacci, Allen Johnson CFE/CPM, Mike LaPan CFE, Bill Becker

Absent: Lionel Dubay, Mark Striffler,

There was a motion from Patrick McGrew to approve the minutes from the board conference call on April 7, 2010. Mary Bensel seconded it and the motion carried. (See attachment #1 from board agenda.)

President's report

Mickey Farrell spoke with Richard Anderson to confirm it is merely to keep IAAM abreast of what's happening in Florida in case it has national implication. This is still developing and Mickey will keep us updated.

Seven members have requested the Annual Conference Free Night Offer. There is no formal deadline so it will stay available until the conference. We have budgeted for 10 of them this year. Carolyn DeKilder will resend the request to reestablish another monthly meeting date. Mickey Farrell encouraged everyone's participation in a timely manner to review the possible dates and establish it at our annual meeting.

Submit newsletter information by Monday, May 10th to Carolyn DeKilder. Mickey Farrell will mention the sponsors and highlight the new ones in his president's message.

Mickey Farrell provided an update on the Four Season contract. (See attachment #2 from board agenda.) They gave us an extension of the room cut off date to May 28th and dropped the attrition on the room nights and banquets so we will be the same as last year. Valet will be \$15 this year versus \$12 last year and not the hotel's standard \$25 expense.

Program Committee

Kim Stone thanked the members of the program committee for their continued help and especially for their participation on a conference call in late April. She confirmed that several of the annual sessions remained in place for 2010 and a few new ones were added (See attachment #3 from board agenda.), such as a "State of the Industry" panel with members from national and international facility operators. Wayne Malaney said he was still trying to confirm a legislator to attend. Allen Johnson discussed his recommendation that we explore ways to incentivize members to stay overnight on Tuesday. He also asked that Michele Vega and Arie Kaduri be consider for the agents and promoters panel. Additionally, Allen said he once again reached out to Jack Boyle to request his attendance but he had not heard back from Jack.

Budget Committee

Kim Stone noted that we ended March with \$114K in the bank and that corporate sponsorships should come it at or above the budget for this summer's annual conference while memberships were trailing behind a little. (See attachment #4 from board agenda.) There was discussion about the ability of people to sign up for memberships online and Mickey Farrell asked that Cherie check on that to determine what we can do to ensure it's operating properly.

By Laws Committee

Roger Englert was not on the call at this point, but Ron Spencer noted that there was no update.

Legislative Update

Ron Spencer said the recent session just ended and we were successful in several of our attempts. (See attachment #5 from board agenda.) He noted that Wayne Malaney got the tax exemption on the sale of tickets to events solely promoted by governmental buildings, sports authorities and sports commissions reenacted without a sunset date. SB 1190 and companion bill HB 571 died in committee. It will be filed again last year. It is the legislation to prohibit the sweep of advance ticket sale money into the promoter's accounts rather than the public facilities accounts, without a surety bond being posted by the promoter to protect the funds. Wayne was also successful in getting a withdrawal of an amendment to circumvent protections against scalping. He noted a task force is being assembled to look at the economic impact of PACs with a report due December 31, 2010. Wayne stated that we did not pursue reenactment of the sale tax exemptions for services because it is too large to reasonably expect to get it passed.

Ron stressed that FFMA now has a good reputation in the capitol after having a lobbyist for the past 10 years. We are viewed as a viable association and Ron feels we should consider forming a political action committee to continue making head way with politicians. He and Wayne will have a proposal for us to review at the board meeting this June. Mike LaPan cautioned that we must remain cognizant of conflicts that could arise from supporting politicians who may be opposing some FFMA vendors.

Mary Bensel found it offensive that the PAC Task Force didn't include everybody. Mickey Farrell mentioned that he brought up subject to make sure everyone is aware, working with the PAC Task Force and he will give status report on where we stand next board meeting. It is all a matter of communication and getting in front of it.

Membership Committee

Mary Bensel did not have anything new to report since last meeting. Membership prospect list was split up in order to more effectively contact other venues; Mary requested others to do the same. She asked what else can be done to get more members? Mickey Farrell mentioned that the membership offer was to join now and receive the rest of this year and all of next year for the same payment. Judy Joseph reached out to some groups and thought she may get two or three new members. Mary would like analysis

this year versus last year. Cherie Dubay did not have membership numbers with her but said she would provide them to Mickey Farrell as well as a comparison of the total members last year versus this year. We have not received anything from the Arsht Center in Miami. Mickey asked for a report from Cherie with a quick list of total members now, those who didn't renew those who made verbal commitment, those who renewed and new members. This list will help identify how well our strategy is doing.

Nominating Committee

Allen Johnson had conversation with Mickey Farrell regarding Mark Striffler and Barry Straffaci, the two at large members who will be completing their second one-year term. The work to do from now until next call in June is to obtaining names to submit for Board consideration. The Executive Committee Officers stay in their current position for one more year. Ron Spencer, Mike LaPan and Allen Johnson will brainstorm to gather names and asked that anyone send them an e-mail with suggestions.

Operations Committee

Judy Joseph is ready to ask for venues for the next Sept/Oct operations seminar. Board should decide if we should move to another location such as South Florida. Judy is looking for venues to host meeting and should have something ready for June. No volunteers for next year. \$1000 stipend is being offered as incentive.

Scholarship Committee

Mark Striffler was not on the call. Judy Joseph said we have three winners for the \$500 scholarships, who successfully completed application. All scholarships have been awarded. Judy will give the report of names and awards at regular meeting and will also post it on newsletter and website. Judy will work with Mark to accomplish.

Site Selection Committee

Allen Johnson made a reference to the survey results and feed back from members indicating that the number two location to hold annual meeting is Central Florida. Allen will check out properties he has contact with, check for rates, f&b and will get couple of fillers to provide choice. The number one choice remains Palm Beach. Kim Stone will send out a sponsorship survey. Mickey will get status report from Kim. Allen noted that good questions to ask for survey: Would you object/prefer to meet in SE Fl or look at different locations? Is Palm Beach still best location? Allen will work with Kim on this. Barry Straffaci would like to ask our sponsors if they are in favor of finding two permanent sites that work and alternate year, might be a good question for survey. Mickey clarified there are two surveys: one for membership (already completed) and one for sponsors that is pending. The group engaged in a discussion regarding location definition of Central Florida. Allen will pass on info to Kim.

Sponsorship Committee

Barry Straffacci made reference to spreadsheet (see attachment #6 from board agenda). Mickey Farrell commented that Centerplate will not do golf. Allen Johnson will call Stageright about their sponsorship since he has a call to other vendors as well. Barry indicated that with the current cap of 26 sponsors, there has been a reduction in

participation and cut back in what sponsors are giving. He is asking to expand cap from 26 to 29 or 30, which will allow pursue of other sponsors. Mickey Farrell noted that we've already pitched to more than 26 sponsors and we're still waiting to hear back from them. If everybody responds we should have 29, although he doesn't foresee it happening. Barry Strafacci made a motion to expand the sponsor cap to 29. Allen Johnson second it and the motion passed. Barry commented on a new golf course that will be used this year, Atlantis Golf Club.

Website Committee

Mark Striffler was not on the call. Mickey Farrell indicated that if there are any comments on website contact Mark Striffler.

Old Business

None

New Business

June 2nd at 2 p.m. is the next monthly conference call.

Adjourned the meeting.

Carolyn Dekilder

From: Carolyn Dekilder
Sent: Monday, May 03, 2010 6:15 PM
To: Carolyn Dekilder
Subject: FW: Follow up from phone call this morning - Florida Facility

From: Mickey Farrell
Sent: Monday, May 03, 2010 4:48 PM
To: Carolyn Dekilder
Subject: FW: Follow up from phone call this morning - Florida Facility

From: Kim Davis [mailto:kim.davis@fourseasons.com]
Sent: Monday, May 03, 2010 2:58 PM
To: Mickey Farrell
Cc: Danielle Maglio; Latasha Griffin; Brian Lee; Denise Lebel; Chicky Aviles; cdubay@binary.net
Subject: Re: Follow up from phone call this morning - Florida Facility

Hi, Mickey,

We have noted that you are exercising your allowable 15% guest room attrition today. We are also able to match the courtesies extended last year for both this year and next to include: extending 15% banquet F&B attrition which will be exercised now (this reduces your minimum from \$38,000.00 to \$32,300.00 excluding tax & gratuity). Also, like last year, you will have a 6% maximum slippage on this reduced number.

We would love to see the attendance numbers be even stronger than last year, so with that being said, we are happy to also extend the cutoff date for attendees' reservations to Friday, May 28th, just 2 weeks prior to conference.

Thank you, and warmest regards,

Kim Davis
Sales Manager
Four Seasons Resort Palm Beach
2800 South Ocean Blvd, Palm Beach, Florida 33480, USA
voice: 1 (561) 533-3757
fax: 1 (561) 586-2690
cell: 1 (561) 512-7370
email: kim.davis@fourseasons.com
web: <http://www.fourseasons.com/palmbeach>

**In a storied resort destination, Four Seasons Resort Palm Beach welcomes those seeking a haven from the seasonal chill...
relax and rejuvenate**

"Mickey Farrell"
<Mfarrell@TampaSportsAuthority.com>

To <Kim.davis@fourseasons.com>
cc

Subject Re: Follow up from phone call this morning

05/02/2010 03:29 PM



2010 Annual Conference
June 13-15, 2010
Four Seasons Resort – Palm Beach, FL

AGENDA – DRAFT

(as of May 3, 2010)

SUNDAY, JUNE 13

8 – 11:30 am

Board of Director's Meeting

Sponsor: Ovations

Board Room?

1-5 pm

Conference Registration

Sponsor: ?

Living Room?

7-8:30 pm

FFMA Opening Reception

AEG Live, SE Office

1800 Australian Ave., South, Suite 201
 West Palm Beach, FL

AEG Live, SE Office

Sponsor: **AEG Live**

John Valentino

(Catering acknowledgment?)

8-11 pm

Hospitality Suite

Sponsor: Robbins

Hibiscus Suite?

MONDAY, JUNE 14

7:30 am – 5 pm

Conference Registration

Sponsor: Feld

Flagler Foyer?

7:30-8 am

Continental Breakfast

Sponsor: Sentry Event Services

Flagler I & II?

8-8:10 am

Morning Welcome

Mickey Farrell – FFMA President

Flagler I & II?

8:10-9 am

Ticketmaster Presentation

Sponsor: Ticketmaster

Flagler I & II?

9-9:45 am

Social Networking Matters – Harris Fanfare

[Description?](#)

Flagler I & II?

Karl Williams – [title?](#)

Joe Wright – [title?](#)

John Hogan – [title?](#)

Sponsor: **Harris IT**

9:45-10 am

Coffee Break

Sponsor: Ad Systems

Flagler I & II?



2010 Annual Conference
June 13-15, 2010
Four Seasons Resort – Palm Beach, FL

10-10:45 am	Leadership Training - TBD Nancy Mercurio – Leadership Training Systems Sponsor: Hussey	<i>Flagler I & II?</i>
10:45-11:30 am	Emerging Technology & Trends In Venue Construction Allen Johnson - Executive Director, Orlando Venues Sponsor: ISS	<i>Flagler I & II</i>
11:30 am – 1:30 pm	Lunch On Your Own	
1:30 - 2:15 pm	Populous Topic – TBD (Customer Service?) Tom Williams - Populous Sponsor: Populous	<i>Flagler I & II?</i>
2:15 – 3:15 pm	Florida Legislative Update Wayne Malaney, P.A. – FFMA General Counsel Special Guest: ? Sponsor: Incognitus	<i>Flagler I & II?</i>
3:15 – 3:30 pm	Coffee Break Sponsor: Andy Frain	<i>Flagler I & II?</i>
3:30 – 4:30 pm	State of The Industry Eric Bresler – VP of Event Booking & Development, AEG AJ Wasson – Sr. VP of ??, Live Nation Frank Russo – Sr. VP of ??, Global Spectrum Mike Evans - ??, SMG Sponsor: PTT of Florida	<i>Flagler I & II?</i>
6:30 - 7 pm	Reception at Hotel Sponsor: ?	<i>Royal Poinciana Foyer?</i>
7 - 9 pm	Dinner at Hotel Sponsor: TicketMaster	<i>Royal Poinciana II & III?</i>
9 - 11 pm	Hospitality Suite Sponsor: Cleanevent	<i>Hibiscus Suite?</i>
<u>TUESDAY, JUNE 15</u>		
7:30 - 8 am	Continental Breakfast Sponsor: ?	<i>Flagler I & II?</i>
8 am - 2 pm	Networking Opportunity Sponsor: StageRight	<i>TBD</i>



2010 Annual Conference
June 13-15, 2010
Four Seasons Resort – Palm Beach, FL

10 am - 1:30 pm	Florida Presenter's Meeting Sponsor: Kravis Center Lee Bell	Kravis Center
2 - 2:30 pm	FFMA Business Meeting	<i>TBD</i>
2:30- 2:45 pm	Coffee Break Sponsor: Bigelow	<i>Flagler I &II?</i>
2:45 - 3:30 pm	Session #2 (Judy) Topic: ? Sponsor:	<i>Flagler I &II?</i>
3:30-4	State of Florida's Tourism - TBD Beth Rice – Visit Florida Sponsor:	<i>Flagler I &II?</i>
4 - 5 pm	Agents/Promoters Panel Attendees: ? Sponsor: ?	<i>Flagler I &II?</i>
6:30 - 7 pm	Reception at Hotel Sponsor: ?	<i>Flagler Foyer?</i>
7 - 8:30 pm	Dinner at Hotel Sponsor: ?	<i>Flagler III?</i>
8:30 - 11 pm	Hospitality Suite Sponsor: Aramark	<i>Hibiscus Suite?</i>

**Florida Facility Managers Association
Balance Sheet Standard
As of March 31, 2010**

04/29/10

	Mar 31, '10
ASSETS	
Current Assets	
Checking/Savings	
checking	58,806.39
savings	55,475.68
Total Checking/Savings	114,282.07
Other Current Assets	
Prepaid Expenses	3,883.34
Total Other Current Assets	3,883.34
Total Current Assets	118,165.41
TOTAL ASSETS	118,165.41
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	5,734.06
Retained Earnings	116,612.24
Net Income	-4,180.89
Total Equity	118,165.41
TOTAL LIABILITIES & EQUITY	118,165.41

Florida Facility Managers Association
Profit and Loss Budget vs. Actual
July 2009 through March 2010

04/29/10

	Jul '09 - Mar '10	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Membership Dues	14,850.00	16,000.00	-1,150.00	92.8%
Annual Meeting Income				
Golf	100.00	525.00	-425.00	19.0%
Guest/Spouse Registrations	100.00	1,700.00	-1,600.00	5.9%
Hotel Refund	0.00	2,812.50	-2,812.50	0.0%
Member Registrations	0.00	6,925.00	-6,925.00	0.0%
Non-Member Registrations	0.00	1,400.00	-1,400.00	0.0%
Sponsor Registrations	450.00	3,850.00	-3,400.00	11.7%
Sponsorships	7,500.00	37,500.00	-30,000.00	20.0%
Sponsorship Events	3,000.00	26,000.00	-23,000.00	11.5%
Total Annual Meeting Income	11,150.00	80,712.50	-69,562.50	13.8%
Operating Income				
Interest Income	83.22	400.00	-316.78	20.8%
Total Operating Income	83.22	400.00	-316.78	20.8%
Total Income	26,083.22	97,112.50	-71,029.28	26.9%
Expense				
Annual Meeting Expenses				
Bank Charges-Credit Card	0.00	250.00	-250.00	0.0%
Commission	0.00	150.00	-150.00	0.0%
Food & Beverage-Breakfasts	0.00	4,200.00	-4,200.00	0.0%
Food & Beverage-Coffee Breaks	0.00	3,250.00	-3,250.00	0.0%
Food & Beverage-Dinners	1,650.00	27,750.00	-26,100.00	5.9%
Food & Beverage-Hospitality Sui	0.00	450.00	-450.00	0.0%
Gift Cards	0.00	800.00	-800.00	0.0%
Golf Awards	0.00	700.00	-700.00	0.0%
Golf Fees	0.00	1,050.00	-1,050.00	0.0%
Miscellaneous	0.00	200.00	-200.00	0.0%
Office Supplies	0.00	175.00	-175.00	0.0%
Plaques	0.00	428.00	-428.00	0.0%
Postage & Delivery	0.00	100.00	-100.00	0.0%
Printing	0.00	600.00	-600.00	0.0%
Purchased Services-Audio Visua	0.00	1,000.00	-1,000.00	0.0%
Scholarship-Annual Meeting	0.00	500.00	-500.00	0.0%
Sponsor Gifts	0.00	1,300.00	-1,300.00	0.0%
Telephone/Fax	0.00	10.00	-10.00	0.0%
Travel	0.00	4,200.00	-4,200.00	0.0%
Total Annual Meeting Expenses	1,650.00	47,113.00	-45,463.00	3.5%
Management Services				
Executive Director	4,375.00	10,500.00	-6,125.00	41.7%
Lobbyist	0.00	9,075.00	-9,075.00	0.0%
Total Management Services	4,375.00	19,575.00	-15,200.00	22.4%
Operating Expenses				
Bank Service Charges	0.00	250.00	-250.00	0.0%
Board Meetings				
Board Meeting Meals	0.00	850.00	-850.00	0.0%
Total Board Meetings	0.00	850.00	-850.00	0.0%
Commission	90.00	150.00	-60.00	60.0%
Computer Services	0.00	100.00	-100.00	0.0%
Contract Labor	0.00	200.00	-200.00	0.0%
Income taxes	741.74	1,300.00	-558.26	57.1%
Liability Insurance	1,070.72	1,000.00	70.72	107.1%
Licenses and Permits	61.25	75.00	-13.75	81.7%
Miscellaneous	75.00	500.00	-425.00	15.0%
Newsletter	150.00	600.00	-450.00	25.0%
Office Supplies	496.70	100.00	396.70	496.7%
Postage and Delivery	5.87	150.00	-144.13	3.9%
Printing and Reproduction	0.00	100.00	-100.00	0.0%
Professional Fees-Accounting	625.00	1,400.00	-775.00	44.6%
Professional Fees-Legal	18,333.28	18,425.00	-91.72	99.5%
Scholarship-College	0.00	500.00	-500.00	0.0%
Scholarship-IAAM Annual Meetir	500.00	500.00	0.00	100.0%
Telephone	714.55	1,500.00	-785.45	47.6%
Web Site	300.00	1,000.00	-700.00	30.0%
Total Operating Expenses	23,164.11	28,700.00	-5,535.89	80.7%
Operations Seminar				
Miscellaneous	0.00	1,000.00	-1,000.00	0.0%
Scholarship-Operations Seminar	75.00	500.00	-425.00	15.0%
Operations Seminar - Other	1,000.00			
Total Operations Seminar	1,075.00	1,500.00	-425.00	71.7%
Total Expense	30,264.11	96,888.00	-66,623.89	31.2%
Net Ordinary Income	-4,180.89	224.50	-4,405.39	-1862.3%
Net Income	-4,180.89	224.50	-4,405.39	-1862.3%

Carolyn Dekilder

From: FLLOBBYIST@aol.com
Sent: Monday, May 03, 2010 5:31 PM
To: Carolyn Dekilder
Cc: Mickey Farrell
Subject: Material for Board Conf. Call

END OF SESSION LEGISLATIVE BRIEFING FOR MAY CONF. CALL:

The big news is that the tax exemption on the sale of tickets to events solely promoted by governmental buildings, sports authorities and sports commissions has been reenacted--this time without a sunset date.

The language included in HB 579 by Rep. Dough Holder and SB 1070 by Sen. Thad Altman was included SB 1752, commonly referred to as the Jobs Bill. It passed Friday morning. It will be sent to the Governor for his signature. It is widely viewed that Gov. Crist will sign the bill into law.

SB 1190 did not pass. It and its companion HB 571 died in committee. It will be filed again next year. This is the legislation to prohibit the sweep of advance ticket sale money into the promoters' accounts rather than the public facilities accounts, without a surety bond being posted by the promoter to protect the funds.

Many other issues were followed and will be part of the annual legislative report. One of note, was an attempt by Sen. Ring to circumvent many of the protections against scalping, such as the prohibition against software to circumvent protections with in a ticket vendors system and the 501 c 3s protection when the venue is less than 3000 seats. I was successful in convincing Sen. Ring that his amendment went to far. I worked with him and the sponsor (Sen Bennett)of the bill he wanted to attach the amendment to have Sen. Ring talk about his issue (paperless ticketing) at the committee with the understanding he was going to w/draw the amendment.

Another matter is the establishment of a task force under the direction of the Governor's Office of Tourism, Trade and Economic Development (OTTED). It will consist of 9 members, 4 form government and 5 from nonprofit and governmentally run performing arts centers. It will look at the economic impact of PACs, with a report due by Dec. 31, 2010.

We did not pursue reenactment of the sales tax exemption for services. In a tight budget year the fiscal impact was too large to reasonably expect to get it passed. This size of the fiscal impact has been the problem in getting a larger package in past years. As such, the decision was made to pursue only the smaller fiscal amount related to the item first mentioned. In fact, in that matter I was able to successfully argue to the Revenue Impact Conference personnel that the impact needed to be reduced from \$500K down to \$200K.

Thanks to all of you who worked with me this year in contacting your legislators. As special thank you to Pat Calhoon for working diligently to help secure Rep. Holder as the sponsor of the admission tax exemption bill.

