



FFMA Board of Directors

Conference Call

March 10, 2011 – 3:00 pm

Conference Number: 1-866-459-9589

Pass Code: 813-494-6004

1. **Approval of Minutes** Mickey Farrell
 - Board of Director's Meeting Minutes on February 10, 2011

2. **President's Report** Mickey Farrell

3. **Committee Reports**
 - Annual Conference Committee Kim Stone
 - Budget Committee Kim Stone
 - Balance Sheet as of January 31, 2011 (*Attachment 1*)
 - Profit & Loss YTD Comparison (*Attachment 2*)
 - Profit & Loss Budget vs. Actual (*Attachment 3*)
 - By-Laws Committee Roger Englert
 - Legislative Committee Ron Spencer
 - 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
 - Website Committee Scott Glaser
 - Old Business
 - New Business
 - Next FFMA Conference Call: Thursday, April 14, 2011 at 3:00 pm
 - Adjourn

**Florida Facility Managers Association
Board Meeting Minutes (Conference Call)
March 10, 2011**

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

Absent: Vice President Judy Joseph, Scott Glaser, Patrick McGrew, Lionel Dubay

Approval of minutes

There was a motion from Roger Englert to approve the minutes from the board conference call in February that was seconded by Mary Bensel and the motion carried.

President's report

Mickey Farrell did not have anything to report.

Annual Conference Committee

Kim Stone asked if the location for the opening reception was established. Barry Strafacci said will move to the West Palm Beach Convention Center and Ovations will be the host. He also said that golf will be held this year at Atlantic Country Club. He is waiting on the contract but expects it soon. There was a discussion about the "agents & promoters panel" that ended with the decision to keep it as part of the conference but inject some new life into it. Mickey stated that the free room night's offer would be in place again this year for members with hardships that would otherwise prevent them from attending. He asked the board is they had received the registration letter from Cherie for the conference. He also asked that she send an email as well. The board was asked for ideas on topics for the sessions and several were discussed that will be taken back to the committee.

Budget Committee

Kim Stone noted that the January balance sheet shows a healthy \$103K in the bank. Mickey noted that membership revenue as of March 20, 2011 has jumped to \$16K and expects that to increase to meet the budget goals. (See attachments #1-3 from the board agenda.)

By Laws Committee

Roger Englert had nothing new to report.

Legislative Update

Wayne Malaney said the 2011 Florida Legislative Session kicked off on Tuesday March 8, 2011. Wayne will again be pursuing passage of a tax exemption to avoid the "total rent" on tax situation the industry has faced since the exemption sunset on July 1, 2009. The \$3.5-4.0 Billion budget shortfall is once again a challenge. He encouraged the board to use two contracts whenever possible. This strategy does not guarantee that the

department of revenue won't try to assess a tax, but it gives members a much better opportunity to fight them. He said that a few facilities are having the promoters pay for some of the services directly when possible. The bill is being sponsored by Sen. Margolis, who carried one of the other exemption reinstatement bills several years ago. There has been reluctance on the part of a House member, who only gets 6 bill slots (and several members of leadership are not filing any bills) to carry a bill with a \$2.5 Million negative fiscal impact. The bill to require keeping advance ticket sale money in the public coffers has been filed by Sen. Bennett and Rep. Nelson. Neither has been referred to committee. There was a call among the legislative committee to discuss a bill by Sen. Bennett which, if it becomes law, will require a referendum vote in any community where it is proposed to use taxpayer dollars to support a professional baseball, basketball, football or hockey team. This measure will not impact any existing funding that has been encumbered to pay bonds or other existing debt. The measure will go into effect July 1, 2011. The decision was made not to support or oppose the bill as it does not impact all venues. If the bill gets legs on its own throughout session, it may also be vehicle for other legislation of interest to FFMA. The bill which will NOT impose tax on the mark up on hotel rooms sold by Expedia and like Internet sites passed out of its' first Senate committee by a 5-2 vote. The House bill has not had a hearing. It is shaping up to be one of the more interesting sessions in years. Governor Scott is unpredictable, and how the legislature will treat his budget proposals will be up in the air until the very end.

Membership Committee

Mary Bensel mentioned that her committee has a list of potential new members to pursue and they are making contact. Bill Becker discussed the issue of pursuing Live Nation venues while AEG is a FFMA sponsor. It was decided that we will try to get the Live Nation venues to join as individual members and not seek a sponsorship just like we have done with SMG.

Nominating Committee

Allen Johnson said the committee has two positions to fill this summer due to the rotation of the executive committee. They are seeking a Secretary/Treasurer this summer as well as a Director At Large.

Operations Committee

Judy Joseph was not on the call. Mickey Farrell said she has started to look for someone to host next year's seminar but no location has been identified.

Scholarship Committee

Mark Striffler said the scholarship information has been distributed via email and on the website. He said there are already two applications.

Site Selection Committee

Allen Johnson has been negotiating with Stacey Kaplan, the new representative handling our account at the Four Seasons. It appears that all the additional requests will be approved, such as free wifi connection in the room and valet lowered to \$15. Allen said

the hotel is anxious to work with us and secure a contract for 2012 and 2013. Allen will coordinate a call to finalize the terms.

Sponsorship Committee

Barry Strafacci mentioned that the amount of committed and/or paid sponsorships is \$59,850 as of today. He noted that there are 21 commitments from previous sponsors and 3 new commitments from new sponsors, in addition to 5-6 others that are being solicited. He expects 2-3 to become sponsors. The only issue has been the inability to find a second sponsor for the golf tournament. He feels comfortable that we will exceed this year's budget. The issue of CSC's outstanding balance for last year was discussed. Kim has reached out to Joe Papa and Bill Becker will also reach out to John Anderson for payment.

Website Committee

Scott Glaser was not on the call.

Old Business

None.

New Business

Allen announced that the Arena Managers Conference for IAVM will be held in Orlando from Sept. 11-13. Mary mentioned that she will be at the Florida Presenters conference in Miami next week and will solicit members. Mickey reminded everyone that the next FFMA conference call is April 14th at 3 p.m.

Allen motioned to adjourn the meeting that was seconded by Roger. The motion carried.