

FFMA BOARD of DIRECTORS MEETING

Sunday, June 17, 2007 – 8:00 am – 11:30 am

Board Room – Four Seasons Resort

A-G-E-N-D-A

1. **President's Welcome** Lionel Dubay, President
 - a) Approval of Board of Directors Meeting Minutes
February 23, 2007

2. **President's Report** Lionel Dubay
 - a) Financial Compilation Agreement
 - b) Waste Reduction Survey

3. **Secretary/Treasurer Report** Mickey Farrell, Secretary/Treasurer
 - a) Business Meeting Financial Report YTD
 - b) Projected Year End Report: 2006-2007
 - c) Review New Sponsorship Program
 - d) Newsletter Update

4. **Committee Reports**
 - a) Scholarship Rick Hamilton, Vice President
 - b) Operations Seminar – 2006 Mike LaPan, CFE
 - c) Nominating Report Allen Johnson, CFE, CMP
 - d) Operations Seminar – 2007 Lionel Dubay

5. **Budget Report: 2007-2008** Mickey Farrell

6. **Legislative Report** Wayne Malaney, Esq.
Lobbyist/General Counsel

7. **Executive Director's Report** Cherie Worley, Executive Director
 - a) Membership Update
 - b) Annual Meeting
 - c) Federal/State Tax
 - d) Board/Staff/Liability Insurance
 - e) Annual Conference – 2008 & 2009
 - f) Annual Conference – 2010 & 2011

8. **Contract Reviews**
 - a) Lobbyist Contract Lionel Dubay
 - b) Executive Director's Contract Rick Hamilton

9. **Old Business** Lionel Dubay

10. **New Business** Lionel Dubay

- Adjournment** Lionel Dubay

FLORIDA FACILITY MANAGERS ASSOCIATION
BOARD MEETING MINUTES
JUNE 17, 2007

Present: Lionel Dubay, Rick Hamilton, Mickey Farrell, Judy Joseph, Kim Stone, Erik Hart, Ron Spencer, Allen Johnson CFE, CMP, Mike LaPan CFE, Roger Englert, Wayne Malaney P.A. & Cherie Worley.

Absent: John Moors

Minutes: President Dubay called for approval of our Conference Call Minutes of February 23, 2007. Motion by Rick Hamilton, seconded by Ron Spencer to approve the minutes. Motion Carried.

President's Report: Lionel Dubay reported on another productive year. We have continued to move FFMA to another level, building on our past successes.

The 2006 Operations Seminar was a great success with over 80 attendees. Thanks to Robert Freedman Jeff Hartzog along with the Ruth Eckerd Hall staff. This is an inexpensive and excellent opportunity for mid-managers and operations folks to get together for a day of networking and learning.

Financial recordkeeping and reporting has been enhanced with more detail thanks to Cherie, Mickey and our accounting consultant, Helen Gyllstrom. We contracted with Helen to assist us in filing our state and federal taxes as well as to do a compilation of our finances.

The changes we made to our Sponsorship Program spearheaded by Mickey contributed a great deal to our overall financial success and to the quality of our upcoming annual meeting this week. Last years sponsorship program generated \$43,000 with 23 sponsors, one \$500 donation. This year's program has generated \$60,050 with 26 sponsors. President Dubay encouraged the board to keep a cap on the number of sponsors. Maintaining a good ratio of members to sponsors creates added value to the sponsors and helps keep the size of the Annual Conference to where it is easy to network and develop relations. The Board may also want to limit the number of reps per sponsor to help maintain a strong ratio of members to sponsors. We did end up with a wait list of four vendors: American Seating, Spec Seating, Internet Provider and Track Seating.

One of the cornerstones of the new program was entering into a five-year exclusive contract with Ticketmaster raising their sponsorship level from \$7,500 to \$10,000 for this year and over the next four years to \$15,000.

Please take the time both during and after the Annual Meeting to say "thank you" to our sponsors and presenters.

Venue Manager Waste Reduction Survey: We participated in a statewide survey in conjunction with Kessler Consulting, Inc and the City of Tampa's Department of Solid Waste. Kessler Consulting, Inc and the City of Tampa's Solid Waste Department will be presenting a program session entitled "Greening of Events and Venues – Benefits of Recycling" on Monday morning at 10:00am.

Considering the emphasis being put on sustainability in many of our communities, this is a timely program topic.

Our Scholarship Program continues to benefit students within the state who have an interest in our industry. Since the inception of the program about three years ago three of our student scholarship winners that President Dubay knows of are now fully employed in our profession.

Eric Stauffer, our part-time Webmaster continues to do a great job posting our newsletters, Board and conference call minutes, etc. and updating our information per our request.

Newsletters: Special thanks to Mickey and Carolyn DeKilder, Administration Specialist for the Tampa Sports Authority, for the outstanding job they have done bringing the newsletter to a new level over the last two years. We have a little gift for Carolyn to express our thanks and appreciation for her hard work and efforts.

Legislative: Last year we were very successful getting our tax initiatives sun-setted until June 30, 2009. Wayne continues to do a great job on our behalf with legislative bill monitoring and lobbyist efforts as well as serving as our General Counsel. Special thanks to Ron for his work in this area.

2008 Annual Meeting: We have solidified June 22-24, 2008 for our Annual Conference at the Four Seasons. We have confirmed Daytona Beach as our Annual Meeting destination for 2009. Identifying location, hotel and sites a couple of years out has helped in the overall coordination and planning of the Annual Meeting.

2007 Annual Meeting: Many thanks to Program Chair, Rick Hamilton and Committee Member Judy Joseph, for putting together an excellent annual meeting program.

Officers and Board of Directors Liability Insurance: We received two quotes from HRH Insurance: Cincinnati Insurance Companies - \$1,433 pre-tax for \$1 million limit and a \$2,500 deductible, Philadelphia Insurance Companies – same coverage for \$1,491 pre-tax. Rick Hamilton has agreed to check with his insurance company to see if we might obtain a better rate.

Nominating Committee: President Dubay thanked Allen Johnson, Chair of the Nominating Committee, and his committee members for their time and efforts in bringing forth another great slate of nominees to serve on the Board for 2007-2009.

Communication: We are seeing more members requesting and sharing information through the Executive Director, e.g., general members' E-mails, Event Coordinator salary ranges, and how many defibrillators we have in our facility. This is a nice member benefit.

Shortcomings: One of the goals President Dubay set for this past year was to define and develop a Policies and Procedures Manual. We did not get this done but it is something we should keep on the burner for it will help us with consistency in our actions and be an education tool for new officers and Board members. Secondly a stretch goal was set to increase membership from 92 to 100. We did not achieve this goal but we ended the year with 93 members, setting a new high for the Association. Those venues that have joined with more than one senior level manager are appreciated.

Secretary/Treasurer Report: Mickey Farrell

FFMA Business Meeting Financial Report: Ended Fiscal Year 2006 (July 1, 2005 – June 30, 2006) with a \$9,960 profit which represented a positive variance of \$5,000 from our budget. Brought in almost \$9,000 more than anticipated in revenues due to increased membership dues (\$3,900) and a larger-than-expected attendance at the Annual Conference. Spent approximately \$4,000 more than expected due to additional Annual Conference expenses from the larger-than-expected attendance. Ended Fiscal Year 2006 with approximately \$82,000 in the bank. Expect to finish Fiscal Year 2007 with an approximate profit of \$5,000, which would leave FFMA with approximately \$87,000 in the bank to start Fiscal Year 2008. (Attachment Proposed Budget 4th Column)

Projected Year End Report 2006-2007: Projected Year End 2007 (see attached FFMA Proposed Budget 7/1/07 – 6/30/08, second column). Shows an approximate \$6,000 profit which would be \$4,000 more than budgeted. Expect to generate just under \$4,000 more revenue than budgeted due to the higher-than-anticipated sponsor participation in the new program approved this past fall. Anticipate expenses to be approximately \$500 under budget with most of our expense accounts finishing close to or under budget. Expect the two biggest discrepancies to be unanticipated taxes of \$7,141 and the savings of \$5,000 due to the Palm Beach Convention Center hosting the Conference's Opening Reception last year.

New Sponsorship Program: New Sponsorship Program (see attached Sponsor Program Recommendations) generated an additional \$16,550 this past fiscal year. We lost one sponsor (Ziedler did not renew), but four new sponsors (The Bigelow Companies, Hussey Seating, HOK Sport and OuiVend) committed their support to FFMA. The event sponsorship category (see attached 2007 Annual Meeting Sponsorship Commitment) generated \$20,250. Still have additional opportunities available for sponsors to participate in the Annual Conference and FFMA has been contacted by 2-3 additional companies that have expressed an interest in becoming sponsors in the future. Should provide web link on our website for each of our sponsors. This year we offered a grace period since the program was new. Recommend our sponsors be listed on our website with a link to their site.

FFMA Newsletter: See attached FFMA Newsletter update for discussion. August is a recap of the Annual Meeting, November is devoted to sponsors and legislative issues, February promote the Annual Meeting. Carolyn DeKilder is willing to produce the newsletter again.

Budget Report 2007–2008: Proposed Budget for Fiscal Year 2008 (see attached Proposed Budget 7/1/07 – 6/30/08, first column and Estimated Annual Meeting Budget 2008) projects a \$4,847 loss. The following are the major assumptions: 1. Annual conference attendance similar to this year's conference attendance 2. Hotel rebate increase from \$10 to \$12.50 3. 90-92 Memberships paid 4. Five percent (5%) increase in food costs for events hosted at the Four Seasons Hotel (breakfast – 3, reception – 2, dinners – 2) 5. Opening Reception expense of \$5,000 6. Golf fee increase from \$52 to \$60 7. All board meetings would take place via conference call 8. Approximate 5% increase payments to Executive Director and Lobbyist 9. Income tax expense of \$7,000 10. Contract labor expense increase due to cost of tax preparation 11. Purchasing Officers Liability Insurance

Currently all of Wayne Malaney's fee is accounted on association books as lobbyist services. May be possible to have Wayne track his time spent on lobbying verses legal services and separately bill the Association for each service.

Our website should be updated each month and taken to a new level. Need to discuss our expectations with Eric Stauffer, webmaster. Currently Eric just posts what we send him. Judy is willing to work with Cherie and Eric. Allen feels Eric should be compensated for additional work. Dave Anderson has much going on but he will send Eric "Content" to post.

Motion by Allen, seconded by Ron, to amend the proposed budget for the business meeting by eliminating the \$5,000 for Opening Reception. Carried. Projected Budget will break even. Mickey to bring back updated budget at the next board meeting after we get actuals from this years meeting.

Motion by Ron, seconded by Allen to cap the sponsors at 26. Carried.

Committee Reports:

The FFMA Scholarship Committee is pleased to announce that the annual scholarships offered by the association have been awarded. The scholarships and recipients are:

\$500 IAAM UVMC Scholarship. Daniel Larson, Brevard Community College. Dan is an intern at the King Center in Melbourne.

\$500 College Scholarship. Dean Easterling, University of Central Florida. Dean has been working at the UCF Arena as an event staff supervisor.

\$500 FFMA Annual Meeting Scholarship. Noelle Nardello, Florida Gulf Coast University. Noelle works at the Harborside Event Center in Fort Myers as an event coordinator.

Congratulations to Dan, Dean and Noelle for receiving these scholarships.

Please remember that scholarships for this year's Operation Seminar will be available soon. For questions pertaining to these or other scholarship opportunities, please feel free to contact the Scholarship Committee. Thanks.

Mark Striffler, Chair mstriffler@admin.fsu.edu

Rick Hamilton, rhamilton@oceancenter.com

Judy Joseph, judy.joseph@tbpac.org

Operations Seminar:

Jeff Hartzog reported the 2006 Operations Seminar hosted by Ruth Eckerd Hall

had 82 attendees from 19 different organizations: arenas, convention centers, theaters and universities were represented. Participants came from Daytona, Tallahassee, Lakeland, Tampa Bay area, Jacksonville, Melbourne, Stuart and Sarasota. Two highlights were the Safety & Security: Are you Ready – Terrorist, Hurricanes and the General Public session and the Town Hall. The Safety & Security session was presented by Tom Culhane, Safety & Security Manager for Ruth Eckerd Hall and the guest speaker was Bill Vola from the Clearwater Emergency Management Office.

The highlights of the Town Hall session was discussion on ETCP Certification, ViSTAR, ADAG and the ADA, NFPA 101 Life Safety Code, IAAM, Arts Presenters and DB levels.

None of the scholarship winners turned in expenses. Erik suggested we do fundraising to support the scholarships.

Nominating Committee Report: Allen Johnson, CFE, CPM

The committee presented the slate of officers for the 2007-08 year.

Per Our Bylaws:

President Lionel Dubay, Stephen C. O'Connell Center will become Past President

Vice President – Rick Hamilton, Ocean Center, will become President

Secretary/Treasurer – Mickey Farrell, Tampa Sports Authority, will become Vice President

Proposed for a 2 year term: Secretary/Treasurer – Judy Joseph, Tampa Bay Performing Arts Center

Serving a one year term as Director At Large:

Erik Hart – Florida Theatre of Jacksonville

Kim Stone – American Airlines Arena

John Moors – Tampa Convention Center

The committee thanked Dave Anderson, Palm Beach County Convention Center, Rose Rundle, Harborside Event Center, and Judy Joseph, Tampa Bay Performing Arts Center for two years of service on the board of FFMA

Operations Seminar 2007, Mike LaPan CFE The Lakeland Center is proud to announce that we are hosting this year's FFMA Operations Seminar, Thursday September 6, 2007. We hope that you are looking forward to attending and are bringing as many personnel from your facility that you can. The Operations Seminar provides folks from our member facilities an opportunity to interact professionally with peers from special event facilities representing communities from throughout the state of Florida. This year's program has been designed in order to provide open dialogue regarding some of the major issues our members have suggested are facing our organizations at this time.

Legislative Report: Wayne Malaney, P.A.

The primary FFMA legislative package found support in the Senate. The Association faced an uphill battle to be able to pass a permanent tax exemption this session. Alex Diaz de la Portilla, Chairman of the Commerce Committee, filed **SB 2764**, addressing the three remaining tax exemptions that have not become permanent. These relate to the tax on services that are part of your rental agreements, the tax on admissions for events sponsored wholly by governmentally owned building carrying 100% of the risk of the success of the event, and the rental tax for space used by novelty concessionaires when the rent is based on a percentage of the sales. These exemptions, while currently in place, are due to sunset on June 30, 2009.

On the House side, Rep. Kravitz, Vice Chairman, of the Infrastructure and Economic Expansion Council, suggested the bill be handled as a Council Bill. This means it is a priority of the Council. The bill was put into bill drafting to meet that deadline. In the meantime, a great deal of time was spent pursuing approval as a council bill. It was unsuccessful and Wayne was left with working to amend one of the three provisions onto other pieces of legislation (as it became more apparent that all three exemptions would not make it). One of the bills chosen to serve as a vehicle - providing incentives to the entertainment industry, including concert productions. Another option was **HB 841 (and SB 2124)**, providing for a return of sales tax dollars to cities or counties having facilities with more than 30,000 square feet of floor space.

Wayne had amendments drafted and filed to a bill two times in the House. The Speaker required it be withdrawn from committee and didn't allow the bill to come to the floor on the other amendment. The refusal of the Senate to consider sales taxes as an alternative to property tax, created a situation where nearly all tax issues coming to the House from the Senate were dead on arrival. Chairman Diaz de la Portilla did not move his bill. The senator has committed to filing the bill for the 08 Session.

The rental tax exemption for vendors renting space at Florida Turnpike Plazas passed. One argument heard in the House Policy and Budget Council was that because they have never paid these taxes they should be granted an exemption. When we lobby our issue next session, he wants all members to be able to use this example for why, if the members are going to use that philosophy, FFMA's legislation deserves passage as well.

He will be meeting with the Council Chair after Special Session to push for a Council Bill for next session. He will also bring the matter to the attention of the Lt. Governor pointing out the multibillion dollar impact this industry brings to Florida and the service as responders during disasters.

There was rumored to be a move afoot to remove the cap on the number of tickets that can be offered for sale to an event. Senator King is keenly interested in keeping such language from being replaced. No amendments were successful. He worked closely with members and Ticketmaster's lobbyists on this issue.

Revenues are down which makes it all the more important all member buildings provide a statement of your operations economic impact on your community. Also encouraged members to provide information on the impact that hurricane season has on operations will be helpful.

Executive Director's Report: Cherie Worley

Membership is at a new high of 93. New members were Greg Rawls-The Turner Center, Shawn Krauel-South Florida Expo Center and Dennis McDermott-Florida State Fairgrounds. We have 65 first member dues (\$16,250), 21 second members (\$4,200), 6 third member dues (\$900) and one fourth member (\$150), a total of \$21,500.

Financial Reporting: With the assistance of Mickey and consultant Helen Gyllstrom, we have taken our financial accounting to a new level. The process is time consuming and still a work in progress.

With the full time job changing last September and taking me out of the home office, board and member communication has been responded to within 24 hours. The Board voted to purchase a Blackberry for me and that has been done.

Meeting Sites: We are confirmed with the Four Seasons for 2008 and we will be in Daytona 2009. I have asked the Four Seasons to give us a proposal for 2010 and 2011.

Our estimated attendance at the annual meeting is very comparable to last year with 62 members and non-members, 49 sponsor representatives, 19 spouse, 6 speakers/guests and 4 miscellaneous.

Communication: Communication has been a key with our members as we have sent out e-mail blasts for information regarding defibrillators, salary for event coordinators, etc. Our members respond and this adds value to the membership. I am happy to facilitate this information. Our website is being used and Eric Stauffer is very responsive when it comes to making changes and additions. My office acts as the clearing- house. We are establishing a Past President link which is good for our history. We need pictures of the Past Presidents and maybe Roger can help with that.

Taxes: I assisted Helen Gyllstrom with the gathering and preparation of our financial data to assist her with the filing of our State and Federal taxes including follow-up with the IRS.

Directors/Officers Liability Insurance: I assisted the President in researching local insurance agents who provide the insurance and filled out applications.

Website: The value of the website has been increased. We have posted our meeting minutes and financial reports. We have tried to keep our annual meeting program updated, we added a list of sponsors with their website links keeping our commitment with the sponsor program.

We do need to have someone take more of a leadership role in helping to keep the website updated.

Wayne suggested we have Eric archive our information, back it up on the web in case of computer crashes.

New Business:

Scholarship funding: Several sponsors donated autographed balls (Shaq, Grant Hill, Charlotte Bobcats). Lionel suggested we have a silent auction with a minimum bid of \$75.

Another suggestion: We might get a sponsor for the Scholarship Fund. We can announce the concept at the business meeting and it would have to be promoted.

Motion by Ron, seconded by Rick, to hold the silent auction and secure sponsors for the scholarships and the money would go to the general fund.

Discussion: Erik felt we should dedicate the money raised specifically to the scholarship fund. There is no tax benefit and check with our accountant on how to establish scholarships this fiscal year.

Amended motion to move forward with the silent auction with the money going to student scholarships and explore the feasibility of naming our \$500 Scholarships with a sponsor. Carried.

Meeting Sites: Will get proposals from the Four Seasons for 2010 and 2011. The Breakers and the Ritz Carlton in Naples are not giving us the rates. Allen will do more research.

Wayne suggested we put the Disaster Task Force on the website and the IAAM Best Practices.

Lobbyist Contract: Motion by Mickey, seconded by Allen, to do a four year contract \$22,500 with \$2,500 increments per year (\$22,500, \$25,000, \$27,500 and \$30,000). Carried.

Executive Director Contract: Board voted a two year contract, 2007-2009, at \$10,000 per year and attend training in Microsoft Excel and other software to obtain additional skills and knowledge as coordinated by the President. All training costs approved by the President shall be paid by the Association.

Respectfully Submitted,
Cherie Worley
Executive Director