

FFMA BOARD of DIRECTORS MEETING
Sunday, June 18, 2006 – 8:00 am – 11:30 am
Board Room - Four Seasons Resort

A-G-E-N-D-A

1. President's Welcome	Lionel J. Dubay, President
2. Approval of Board of Directors Meeting Minutes: a. February 9, 2006 b. March 8, 2006 c. March 24, 2006	Lionel Dubay
3. Executive Director's Report a. Membership update b. Annual Meeting c. Directors and officers liability insurance update d. Audit review/update	Cherie Worley, Executive Director
4. Treasurer's Report	Mickey Farrell, Secretary/Treasurer
5. Sponsorship Program	Mickey Farrell
6. Children's Meal Policy	Mickey Farrell
7. Scholarship Committee Report	Rick Hamilton, Vice President
8. Nominating Committee Report	Allen Johnson CFE/CMP Past President
9. 2008 and 2009 Annual Meeting Site Considerations	Rick Hamilton
10. Legislative Report	Wayne Malaney ESQ, Lobbyist/General Counsel
11. Disaster and Hurricane Task Force Report	Rose Rundle, Member-at-Large
12. September 21, 2006 Operations Seminar	Lionel Dubay
13. Discuss Needs for Fall and/or Mid-Year BOD Meeting	Lionel Dubay
14. Old Business	Lionel Dubay
15. New Business	Lionel Dubay
16. Adjournment	Lionel Dubay

FLORIDA FACILITY MANAGERS ASSOCIATION
BOARD MEETING MINUTES
JUNE 18, 2006

Present: Lionel Dubay, Rick Hamilton, Mickey Farrell, Dave Anderson, Judy Joseph, Mary Bensel, Roger Englert, Ron Spencer, Allen Johnson CFE, CMP, Mike LaPan CFE, Wayne Malaney P.A. and Cherie Worley

Absent: Rose Rundle

President's Welcome: Lionel Dubay reflected on a successful year. One of the most significant accomplishments was the passage of House Bill 421, which sunset our tax initiatives until June 30, 2009. Although the Board voted to oppose House Bill 6003 that deals with ticket re-sales, the Bill did pass. We did not aggressively oppose the Bill because we did not want to take a chance of losing legislative support on our tax initiative Bill. A number of our venues with professional sports franchises supported the bill so they have to be pleased with its passage.

The Operations Seminar hosted by Judy Joseph and the Tampa Bay Performing Arts Center was a great success. There were just fewer than 100 attendees.

We made greater use of our Web site to help keep members better informed of our business activities. We posted our Board conference call minutes on the home page. Developed a portal for internship opportunities and posted the newsletters. He thanked Mickey Farrell and his Assistant, Carolyn DeKilder for their great job in producing it.

An accountant consultant was hired to assist Cherie Worley in setting up reporting forms to document and clarify our finances better.

Membership increased from 79 to 92, which is a new high. We expect this year's Conference to be a big success with a record attendance of approximately 150.

Goals for the coming year include writing a Policy and Procedures Manuel. Mickey Farrell has agreed to chair this committee. Directors and Officers Liability Insurance will be a focus and a review of the financial status.

President Dubay distributed a list of senior officers and committees. (See Attached)

Minutes: Motion by Mickey Farrell, seconded by Rick Hamilton to approve the conference call minutes of February 9, March 8 and March 24 as written. Carried. (See attached)

Executive Director's Report: Cherie Worley (See attached)

One of the goals for this year was to establish a comprehensive financial reporting process. The software program of QuickBooks was purchased and Helen Gyllstrom was

contracted to assist with the training. We can now compare last year's revenues and expenses, profit and loss, cash on hand and year-to-date budgets.

Another goal was to have an audit done. In checking with several CPA firms it was suggested because of our small membership a full audit, costing \$5,000 to \$7,000 is not recommended. They recommended a "review" once we get our financials where we can compare revenues and expenses from the previous year. A review could be done for approximately \$1,000. Helen Gyllstrom, the accounting consultant, could review our financials if there is no conflict of interest and may cost less. If there is a conflict she has someone she can recommend.

The third goal of obtaining Directors and Officers Liability Insurance is still in the process. The American Society of Association Executives has a company who writes such a policy but you have to be a 501-C3. James Moore & Company in Gainesville writes such a policy for non 501-C3's. They have forwarded a seven-page form. Once the form is completed along with the latest audited financial statement, a quote can be given. Low is \$750 to a high of \$3,000 for a million dollar coverage. James Moore & Company and our accounting consultant both suggested prudence and caution not to create more administrative functions than necessary for it can become expensive.

The Annual Meeting attendance increased to 142 this year from 126. Exclusive sponsors are Ticketmaster and Zeidler Partnership Architects. New sponsors are Ovations Food Services, Levy Restaurants, Knight Facilities Management, Miami Stagecraft, Sentry Event Services and a \$500 donation from Ouivend. A five year sponsor appreciation plaque will be presented to Ocean State Event Services. Next year Ad Systems will receive an appreciation plaque and in 2008 Zeidler Partnership Architects and Cleanevent will be recognized.

This year's annual meeting is expected to generate \$69,000 in revenue. (See attached annual meeting budget). We were able to keep the food cost the same as last year by deleting items from the menu. Beverage costs were also increased. An annual meeting net profit of \$15,156.36 is projected but could be higher if guarantees are on target.

Liability Insurance: Motion by Mickey Farrell, seconded by Judy Joseph to explore requirements and cost of Directors and Officers Liability Insurance and to secure if rate is reasonable for a million dollar policy. Carried. Cherie, Mickey and Wayne will explore.

Audit: Wayne Malaney, P.A. talked to his CPA regarding an audit. Since we have never filed income tax, there is a potential for liability. The CPA suggested we do nothing now and hold off on an audit. It was recommended to set up a new corporation with a name change such as Facility Managers of Florida, get a new tax ID and shift funds. Wayne will check with his CPA regarding any benefits to applying for a 501-C.

Judy Joseph mentioned a 501 Foundation. We can look at restructuring but need to avoid burdening the association with administrative costs. Lionel Dubay suggested Wayne and Mickey

explore the liabilities and options on how to proceed and bring a recommendation back to the Board.

Treasurer's Report: Mickey Farrell. (See 6/30/05 financial report)

Copies were distributed of the actual budget for July 04-June 05. The association had a negative balance of \$109.92 for fiscal year July 04 to June 05.

The form profit and Loss Budget vs. Actual reflects a net income for May 06 at \$23,350.16. Year to Date \$57,323.59. Expenses and revenues for June 06, (final month of the fiscal year) are not calculated as yet. The budget for July 05-June 06 estimates a profit of \$4,965.00. With new figures available the projected budget for July 05-June 06 estimates a profit of \$7,960.00 which would give the association approximately \$80,000.00 to begin the next fiscal year.

The projected budget for July 06 –June 07 reflects a loss of \$2,870.00. Ways to reduce the annual meeting expenses were discussed. The Presenters will pay for their lunch if a sponsor is not forthcoming. Mickey will update the budget based on discussion during this board meeting and bring back for approval at the next board meeting.

Mid Winter Board Meeting: Best time frame is January or February. Allen Johnson offered to host the meeting in Orlando unless there are legislative issues that take the meeting to Tallahassee. Lionel will research available dates.

Sponsorship Program: Mickey Farrell

Recommendations: Create a sponsor-marketing package to include meeting registration, access to opening reception, food functions and golf tournament. The company highlighted as a sponsor on signage at all meeting functions, numerous networking opportunities with top level managers, newsletter recognition, web site recognition, membership list, listed in sponsor list distributed to members, company introduced to general assembly, option for additional sponsor opportunities at the annual meeting and an appreciation gift.

Establish new sponsor rate fees with early payment discount. \$1,500 or \$1,800 after deadline.

Create additional sponsor opportunities at annual meeting such as Registration \$500, Opening reception \$2,000, Continental Breakfasts \$1,000, coffee break \$500, receptions \$2,000, Dinners \$7,000, Presenters Luncheon \$1,000, Hospitality Suite \$1,000, golf \$2,000, Spa Certificates \$500.

Eliminate exclusive sponsorship category (Ticketmaster exception), increase number of sponsors from 23 to 25, publish annual meeting directory-provide each sponsor with a half page advertisement, web site recognition – provide each sponsor with a one-page advertisement/web link and include “Sponsor” category in the concurrent break-out sessions. Also discussed having a Sponsor Advisor on the board.

Motion by Allen Johnson, seconded by Mary Bensel to create a committee to study the Sponsor program and bring recommendations to the board. Carried. Mickey Farrell will chair the committee and members include Judy Joseph, Rick Hamilton and Lionel Dubay. The board will attempt to get input from sponsors during the annual meeting regarding the proposed changes to the sponsor program.

Children's meal policy: Mickey Farrell

If the Annual Meeting continues to be over Father's Day children should not be charged. Another suggestion to charge a per event fee. Current policy is to not charge children 12 and under for meals and to charge 13 to 18 year olds the spouse rate of \$100. Dinners at the Four Seasons are averaging \$150 per person and we negotiated a half price for children under 12. Motion by Mike LaPan, seconded by Rick Hamilton to keep the current policy, but charge children 13 to 18 a fee of \$50 versus the current \$100 spouse rate. Carried.

Scholarship Committee Report: Rick Hamilton

Kudos to Chair Mark Striffler for standardizing all scholarship documents on the web site. The Operations Seminar deadline is 20 days prior to the event and all other deadlines is now April 15th. Facilities can now advertise for interns on the web site. Eight applications were received for the Operations Seminar with Lori Graham receiving the scholarship. Five applications were received for the FFMA Annual Meeting Scholarship with the scholarship going to Charissa Matos. Three applications were received for the UVMC/IAAM and Lavar Smith from the University of Florida received the scholarship. Lori Graham received the FFMA College Scholarship.

The new committee consists of Chair Mark Striffler, Rick Hamilton and Judy Joseph.

The Operations Seminar is scheduled for September 13, 2006, hosted by Ruth Eckerd Hall in Clearwater.

2008 and 2009 Annual Meeting Site Considerations: Rick Hamilton

The following options were discussed: World Golf Village for 2008, it is remote but very golf orientated. Daytona Beach for 2009, the Four Seasons for either year or perhaps Disney in Orlando. A person from Disney sits on the board with Wendy Spencer and a very good package might be offered. Rick will explore and report back to the board. Mary Bensel mentioned it is easier to sell the Agents/Promoters panel with a beach property.

Legislative Report: Wayne Malaney, P.A. (see attached memo dated 6/20/06)

The highlight of this year's legislative session was the passage of HB 421. This is the major legislation dealing with the extension of the sunset of the tax exemptions. The sunset was extended from July 1, 2006, to July 1, 2009 on four provisions. The other two provisions had the Sunset removed and the changes have become permanent. Therefore, the remission of tax on admissions and rents is due after the event rather than on an

ongoing basis. The association no longer has to be concerned over the way sales tax are remitted on admissions and rent.

The other major piece of legislation is HB 6003. The resale of admissions tickets at any amount over the face value is now allowed, except for multi-day or multi-event tickets to a park entertainment complex or to a concert or event held at such park or entertainment complex. If the resale is offered on an Internet platform there is a requirement that a full refund, if certain fees are not disclosed, be available when 1) the event is cancelled, 2) the purchaser is denied admission, or 3) the ticket is not delivered in the manner requested.

Ron Spencer and Wayne Malanay suggested the association look into establishing a Political Action Committee for political contributions. This established an account into which members may voluntarily contribute in an effort to build up a fund to provide campaign contributions every election cycle to legislators who had been helpful on association issues. Tabled for further discussion.

Nominating Committee Report: Allen Johnson Chair, Mike LaPan, Mary Bensel and Lionel Dubay. Current Members-at-Large serve for one year and include Dave Anderson, Rose Rundle and Judy Joseph. All agreed to serve another year and the recommendation will be presented to the membership at the Annual Business Meeting.

Newsletter: Mickey Farrell (see attached newsletter update)

Proposed publication dates: August 31, 2006, November 30, 2006, February 28, 2007 and May 31, 2007.

Current topics include President's Corner, Annual Meeting Update, Operations Seminar, Legislative Report, New members, On The Move, Disaster Shelter Task Force, News From Around The State, FFMA Sponsors and Board of Directors.

New Business:

As Secretary/Treasurer Mickey Farrell is publishing the newsletter, working on the Sponsor recommendations and other committees. He has found it very difficult to record the minutes of conference calls, board minutes and annual meeting business minutes. He recommends paying the executive director \$500 to record the minutes. Motion by Judy Joseph, seconded by Ron Spencer to accept his recommendation. Carried.

Respectfully Submitted,
Cherie Worley
Executive Director