



FFMA Board of Directors

Conference Call

November 8, 2010 – 1:00 pm

Conference Number: 1-866-459-9589

Pass Code: 813-494-6004

1. **Approval of Minutes** Mickey Farrell
 - Membership Business Meeting on June 15, 2010 (*for review*)
 - Board Meeting Conference Call on October 14, 2010

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

3. **Committee Reports**
 - Annual Conference Committee Kim Stone
 - Budget Committee Kim Stone
 - 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

4. **Old Business**

5. **New Business**
 - Next FFMA Conference Call: Thursday, December 9, 2010 at 11:00 a.m.

6. **Adjourn**

Florida Facility Managers Association
Board of Director's Meeting Minutes
November 8, 2010

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

Absent: Vice President Judy Joseph, Secretary/Treasurer Kim Stone, Barry Strafacci, Lionel Dubay, Patrick McGrew, and Scott Glaser.

Approval of Minutes:

Mickey Farrell asked if anyone had any comments regarding the distributed FFMA Board Membership Business Meeting minutes from the June 15, 2010 meeting. No one had any comments.

Roger Englert suggested the Annual Conference Committee minutes from the October 14, 2010 be amended to read: "Kim Stone will be sending out a survey to members and sponsors to gain feedback on this year's annual conference. A question regarding sponsor participation on committees was brought up. Roger Englert will research and work with Wayne Malaney to determine whether current by-laws allow sponsor participation on committees. Mickey views more participation as being positive for the organization." Roger Englert made a motion to approve the minutes of October 14, 2010 as amended that was seconded by Mary Bensel and the motion carried.

President's Report:

Mickey Farrell thanked Don Poor and his staff for hosting an excellent Operations Seminar. The board realizes that Ocean Center in Daytona Beach is a tough location but they had a great program. Mickey Farrell suggested pushing the Operations Seminar more next year and start working on a suitable location for next year's seminar.

Annual Conference Committee

Kim Stone was unable to join the call.

Budget Committee

Kim Stone was unable to join the call.

By-Laws Committee

Roger Englert reported he had reviewed the by-laws regarding the question that came up at the board meeting on October 14th on whether a sponsor could participate on a committee. Roger stated that the FFMA President had the authority to appoint members to committees and there was no need to take any action at this time.

Legislative Committee

Ron Spencer discussed hiring an outside law firm but stated that he does not have enough information regarding cost and possible outcome yet. The committee was asked to research and bring back to the Board.

Wayne Malaney reiterated the two (2) bills that we are working on: (1) sales tax on services, have a sponsor in the Senate (Bogdanoff) but not in the House for services tax and (2) ticket sales, public buildings should be holding onto dollars prior to a show (advanced ticket money) and Senator Bennett would support this bill. Wayne Malaney mentioned that there was a 19% reduction in taxes and a 5% cut in state employees.

Membership Committee

Mary Bensel mentioned that the Membership Committee had a conference call meeting on October 28, 2010 at 11:00 a.m. She assigned different committee members to follow-up with non-members and facilities. Patrick McGrew is working on a new format that will be easier to follow since there are many lists. Allen Johnson suggested targeting convention centers since there is a large gap in participation within that group. Mary Bensel asked the board to reach out to different buildings in their markets who are not members. Allen Johnson is going to reach out to Disney Sports Complex and Universal. Wayne Malaney is going to contact raceways, and Trevor Goodby will be contacted regarding spring training facilities. Mary Bensel will resend the membership flyer out electronically to the board members.

Nominating Committee

Allen Johnson noted that a rotation on the board would occur in June 2011 to elect a new Secretary/Treasurer. Also, three (3) At-Large positions will be vacated each with a one-year term. Mark Striffler may be eligible. Allen Johnson planned to put something in the next newsletter to see who may be interested.

Operations Seminar Committee

Judy Joseph was unable to join the call.

Scholarship Committee

Mark Striffler said that information for scholarships for college, IAAM and FFMA will be coming out in January and scholarships will be awarded in April.

Site Selection Committee

Allen Johnson mentioned that Kim Davis has married and relocated to the northwest. The 2012 and 2013 annual conference negotiations are on-going with Stacy, the new contact for the Four Seasons Resort. Items being discussed are valet parking, rebates, attrition, and food costs.

Sponsorship Committee

Mary Bensel inquired about a sound (Pro Sound) and seating company to pursue for a sponsorship. Cherie Dubay stated there was no exclusivity other than a ticketing company (Ticketmaster). Cherie is sending letters out to existing sponsors about what

events are still open regarding the 2011 Annual Conference. Mickey Farrell reported the letter to extend Ticketmaster's sponsorship through 2015 was being reviewed by Tim O'Leary. Tim does not like the mutual cancellation clause. Allen Johnson made a motioned to remove the clause and it was seconded by Mary Bensel. Motion carried.

Website Committee

Scott Glaser will unable to join the call.

Old Business

Nothing

New Business

Nothing

Roger Englert motioned to adjourn the meeting and Mary Bensel seconded it. Motion carried.

Florida Facility Managers Association
Membership Business Meeting Minutes
June 15, 2010

Present: President Mickey Farrell, Vice President Judy Joseph, Secretary/Treasurer Kim Stone, Allen Johnson, CFE/CPM, CFE, Bill Becker, Mark Striffler, Cherie Dubay, Wayne Malaney, Mike LaPan, Mary Bensel, Roger Englert, Lionel Dubay

Absent: Barry Strafacci, Ron Spencer

Mickey Farrell welcomed the general membership and thanked the sponsors for attending this year. There was a motion from Allen Johnson to approve the minutes from the June 23, 2009 board of directors business meeting at the 2009 Annual Conference that was seconded by Judy Joseph. The motion carried.

President's report

Mickey Farrell asked members to participate in the newsletter by sending content to Carolyn Dekilder. He encouraged members to send new info, employment opportunities, photos, press releases, etc. He asked members to consider joining a committee and getting involved with FFMA. He said it was a great way to get involved in the board as well.

Annual Conference Committee

Kim Stone thanked the other members of the committee and told members and sponsors that they will be receiving a short survey via email to solicit their feedback on this year's program. As a board, we value the members input and suggestions and will make sure we incorporate that into this next year's program. Wayne Malaney commented that he enjoyed this year's format that used different set up for the various panels.

Budget Committee

Kim Stone told the members that in 2009, the FFMA budget had a surplus of \$7,745.21 and \$108,000 in the bank. She mentioned that the projected budget for this current year was either a breakeven or may be down slightly due to a slight increase in expenses used to fund additional legislative work as well as continuing the offer for members with travel restrictions imposed by their company due to financial issues to stay for 2 nights at the Annual Conference. She noted that the same scenario applies for next year's proposed budget. She noted that the committee is tasked with balancing next year's budget and will present recommendations on the next board conference call. Wayne Malaney said that the increased cost for legislative work was necessary and was done with board approval. Mickey Farrell stated the association is very healthy with good reserves and stressed that we are a solid organization. He thanked the members and sponsors for their support, which has allowed it to grow.

By-Laws Committee

Roger Englert was absent at the time his report was needed so Mickey Farrell stated that there was nothing new to report.

Legislative Committee

Ron Spencer was absent but Wayne Malaney gave an update on the initiatives they worked on this year in Tallahassee. Their work encompassed asking the department of revenue (DOR) to reconsider its decision from last year about the services tax. DOR said they will look at rule changes starting August 10 or 24. Wayne asked members who are close with their legislative members to join or help the committee and he's taking contributions to the campaign of Ellyn Bogdanoff to express appreciation for her work. Wayne also asked members to host legislative delegations from their areas and give tours as well as show some load in/load out logistics to help educate legislators about the manpower and jobs involved in our industry so they gain more insights on the economic impact of the industry. Wayne requested that if a building loses a show due to any legislative issues, he needs to know to overcome the idea from legislators that there is no impact to shows. Mickey thanked Wayne and Ron for their help this whole year.

Membership Committee

Mary Bensel noted that the committee was active and asked for help from members to help reach out to other buildings in our market. It helps members and helps Wayne show the reach of our members throughout Florida. She said she would like more members on the committee to help ensure she has representation from all regions in Florida. She specifically said that she is looking for someone from Jacksonville. She urged people to respond and it helps us make changes with legislators.

Nominating Committee

Allen Johnson said that due to Mark Striffler's term being completed, Scott Glaser who is an Assistant Athletic Director at the USF Sun Dome, was being recommended for the final at large position. He noted that the officers will rotate up after next year and the Secretary/Treasurer opening will be available. He said that Barry Strafacci and Patrick McGrew were being nominated to serve the second year of their two-year term. He also said that next summer, the FFMA will need to solicit nominations for two Director At Large positions as well as the Secretary/Treasurer.

Allen made a motion that the slate of officers be approved and Mary Bensel seconded it. The motion carried unanimously. Mickey also acknowledged the effort of all the ex officio members.

Operations Seminar Committee

Judy Joseph noted that the 2009 seminar in Orlando was successful and thanked Allen Johnson for hosting it. She said the seminar location for 2010 will be at Ocean Center in Daytona Beach, FL and hosted by Don Poor. She thanked Allen for last year's hosting and said it got rave reviews.

Scholarship Committee

Mark Striffler reported that the committee received 17 applications and thanked the members for spreading the word. We awarded 3 but the IAAM recipient was unable to accept it. Therefore, we are only giving out 2 this year. The \$500 scholarship was given to Justin Andrews, who is obtaining his masters of sports administration at FAU, and the Annual Conference scholarship was given to Casey McClear, who was in attendance and received a check for his scholarship. Casey thanked the group for their support. Mickey said Mark has agreed to continue serving this year.

Site Selection Committee

Allen Johnson said the board authorized him to negotiate with Four Seasons to extend the contract through the 2012 conference. He noted that there have been some concerns expressed and that a recent survey of members and sponsors showed that members like Four Seasons and the SE Florida area. The goal is to stay at a 5 star hotel. He mentioned looking in Tampa/St. Pete as well. He has already looked at Orlando properties. He told members that part of their hotel rate is rebated back to FFMA to help pay for it. He stressed that the Four Seasons has been great in working with us and said it may be hard to find a comparable hotel with such good assistance. He asked members to provide him with feedback and options. He warned that we have to be concerned with the quality of the beaches given the oil spill. He said that the best rates we've ever gotten have been when someone knows the GM or the sales director at a hotel. Mickey noted that the Four Seasons has allowed attrition and without that we would have paid an extra \$3K in penalties. Allen mentioned there are great door prizes for tonight's dinner and encouraged members to stay.

Sponsorship Committee

Mickey Farrell gave an update because Barry Strafacci was not present. He said that despite a few sponsors who did not return, we gained more new ones than we lost. Mickey noted that the board is looking to expand the maximum number of sponsors to 29 or 30 while maintaining the adequate ratio of sponsors to members.

Website Committee

Mark Striffler noted that the launch of the new design has created more content on the site. He requested that members visit the website and ensure the venue and contact information is accurate and to contact him or Eric Stauffer if it needs to be updated. He requested members send job openings and internships to FFMA so the site has more content and is more current.

Old Business

Nothing to report.

New Business

Allen Johnson mentioned the name change of IAAM due to lack of understanding in the marketplace. He noted that FFMA may not accurately describe the organization and asked members to think about it. Mickey Farrell thanked the board members and Cherie Dubay for their hard work in putting this year's conference together.

Allen Johnson made a motion to adjourn the meeting that was seconded by Patrick McGrew. The motion carried.