

FLORIDA FACILITY MANAGERS ASSOCIATION
Board of Directors Conference Call

DATE: Tuesday, October 24, 2006 / TIME: 10:30 AM
DIAL IN: (866) 365-4406; followed by access code 392-5504 #

Participants: Lionel Dubay, Rick Hamilton, Mickey Farrell, Dave Anderson
Roger Englert, Allen Johnson, CFE, CPM, Mike LaPan, CFE, Ron Spencer, Rose Rundle,
Judy Joseph, Cherie Worley and Wayne Malaney, Esq.

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| 1) Approve Minutes of June 18, 2006 Board of Directors Meeting and June 19, 2006 Annual Business Meeting (see attached) | Lionel Dubay,
President |
| 2) September 13, 2006 Operations Seminar, Ruth Eckerd Hall | Lionel Dubay |
| 3) Venue and Facility Managers Waste and Recycling Survey | Lionel Dubay |
| 4) Scholarship Committee Report | Rick Hamilton,
Vice President |
| 5) President's Report | Lionel Dubay |
| 6) Executive Director's Report <ul style="list-style-type: none">a. Annual Meetingb. Membership Statusc. Board of Directors / Officers Liability Insurance | Cherie Worley,
Executive Director |
| 7) Sponsorship Program Report <ul style="list-style-type: none">a. Ticketmasterb. Proposed Programc. Global Spectrum | Mickey Farrell |
| 8) Treasurer's Report <ul style="list-style-type: none">a. Financial Statusb. 2007 Annual Meeting Budgetc. 2006-07 Proposed Budget | Mickey Farrell,
Secretary / Treasurer |
| 9) 2008 Annual Meeting Site | Rick Hamilton |
| 10) 2007 and 2008 Operations Seminar Site Considerations | Lionel Dubay |

October 23, 2006

TO: FFMA Board of Directors
FROM: Lionel J. Dubay, President
RE: October 24, 2006 Conference Call Agenda

To help minimize the time on our upcoming conference call here is a brief report on the following agenda items.

Item #2 – September 13, 2006 Operations Seminar

The Operations Seminar was held at the Ruth Eckerd Hall in Clearwater. Robert Freeman and Jeff Hartzog put together a great program covering such topics as: “Tourism Builds Business”; “New Technology – What Does the Future Hold?”; “Safety and Security and Insurance – Why?” – presented by Edwin Thompson of Acordia Insurance.

There were 86 attendees inclusive of four student scholarship recipients. If you haven’t already done so please take the opportunity to extend a big thank you to Robert and Jeff.

Item #3 – Venue and Facility Managers Waste and Recycling Survey.

As you probably recall we agreed to partner with the City of Tampa to help in their recycling and reduction of solid waste initiative via surveying our membership. Our Executive Director has mailed the survey to the membership and we have noted on our Web site in the form of a pop-up. In addition it is mentioned in the President’s Greetings section on the Web site and in the President’s Message in the FFMA newsletter. Your participation and encouragement to others to participate in the survey will be most beneficial. A recap of the survey results will be provided to those who participate, plus the project coordinator Kathleen Hennesey has agreed to be a panelist at the Annual Meeting next June.

Item #4 – Scholarship Committee Report

The Scholarship Committee awarded five student scholarships to the 2006 Operations Seminar. The recipients were:

- Chris Singleton – University of Florida
- Bailey Hancock – University of Florida
- Christopher Lewis – University of Florida
- Jennifer Shepherd – University of Central Florida
- Lori Graham – University of Central Florida

Unfortunately Christopher Lewis from UF was unable to attend.

Item #6 – Executive Director’s Report – October 2006

Annual Meeting: I am pleased to report that all of our conference registrations and sponsorships have been paid. Although no one from White Stallion Productions or Andy Frain Services was able to attend the meeting, they did send the full amount of their sponsorship commitment. If you have an opportunity to speak to anyone from their offices it would be greatly appreciated if you could extend to them our thanks and appreciation for their continued support of FFMA.

We had a total of 52 members, 11 non-members, 21 guests, 23 sponsors and 19 sponsor representatives for a total conference attendance of 126. The conference netted \$20,785.60 and was \$4,354.51 higher than 2005 netting \$16,431.09. Our 2006 revenues were \$67,030.00 compared to last year’s \$59,705.00 and our expenses were \$46,244.40 compared to 2005’s \$43,273.91. Overall, I would rate this past annual conference a great success!

Membership Status: I sent a dues renewal mailing in mid July and followed up with an e-mail notice mid August. Thereafter, I sent e-mail notices every two weeks to those who did not renew. Currently we have 76 members who have renewed and 6 new members making a total of 80. We have received commitments from Eric Balmer and Billy Blood (Florida Gulf Coast University), Lisa McDevitt (Flagler Auditorium) and Helen Riger and Jan Benjamin (Daytona Beach) who have indicated they plan on renewing. Non-members Arndrea Anderson (Bethune Cookman) and Rick Nafe (Tropicana Field) have also indicated they will be joining FFMA. If all come through this would bring our membership up to 87 which is 5 short from last year’s 92.

We lost the following members: Lynn Parfitt (Daytona Beach), Beth Herendeen (City of St Pete), Elliott Falcione (Manatee Civic Center), Sandie Aaron (Pensacola Civic Center), Mike Carr and Shelly Bradshaw (Broward Center), Julie Rand (News-Journal Center), Sean Henry (St. Pete Times Forum), Jason Alise (Kissimmee Civic Center) Chris Cockrill (Marina Civic Center), Matt Mustoe (UCF Arena) and Mike Weglicki (UNF Arena).

Our goal this year is to reach 100 members. If you know of any potential members please encourage them to join and share with me their contact information and I will be happy to follow up with them. In addition, if you have anyone within your venue that you could add as a second or third member, it would be most appreciated. As you know there is a discount for the second and third member.

Board of Directors & Officers Liability Insurance: I have held up taking action on this item until the Board decides if we need to change the association’s name and what type of non-profit status we might pursue.

Since the annual conference it has been pretty busy with the closing out of our annual meeting financials, membership renewals, working on the 2007 Annual Meeting Budget and the 2006-2007 association budget as well as working on the contract with the Four Seasons for our 2008 meeting.

Respectfully submitted,
Cherie Worley
Executive Director

Item #10 – 2007 and 2008 Operations Seminar Site Considerations

We are in need of host sites for the 2007 and 2008 Operations Seminars. If anyone on the Board is interested in hosting one of them please let me know. The preferred time period to host the Seminar is on a weekday during the second or third week in September.

FLORIDA FACILITY MANAGERS ASSOCIATION
BOARD OF DIRECTORS CONFERENCE CALL MINUTES
OCTOBER 24, 2006

Participants: Lionel Dubay, Mickey Farrell, Roger Englert, Allen Johnson CFE, CMP, Mike Lapan, CFE, Ron Spencer, Rose Rundle and Judy Joseph.

Absent: Rick Hamilton, Dave Anderson, Cherie Worley and Wayne Malaney, PA.

President Lionel Dubay opened the conference call at 10:35am.

MINUTES: Motion by Roger Englert, seconded by Rose Rundle to approve the minutes of the June 18, 2006, Board of Directors meeting and the June 19, 2006 Business Meeting. Carried (See attached)

Lionel Dubay noted attached Agenda Items – Informational Comments For October 24, 2006 Conference Call would be considered as read unless anyone had any comments on them. Hearing no questions on the attachment Lionel moved on to the President's Report.

PRESIDENT'S REPORT: Lionel Dubay informed the Board that our Executive Director Cherie Worley has accepted a full time sales position with Naylor Publications which requires her to go to their place of business. She plans to continue her agency work until the end of the year or such time as she gets established in her new position. Although her new position takes her out of the home she feels confident that she can continue to fulfill her responsibilities and duties as executive director of our association. The major change we would experience is the convenience and daytime accessibility. In discussing this with the Executive Committee we propose to provide her with a blackberry that will enable her to respond to members in a timely manner over her lunch hour. Cherie has agreed to share the monthly fee of the blackberry as long as she continues to work for her agency. When she gives up the agency work she feels it should be a full expense of the association. The budget we will be asked to approve this morning has room to absorb this cost. She does not anticipate a problem being able to attend our annual meeting. However, during the first year with the company she would be hard pressed to get away for a mid year meeting or for conference calls outside the lunch hour.

During our June Board Meeting we voted to pay Cherie an additional \$500 to handle the minutes of our meetings and conference calls. Lionel informed the Executive Committee he would take notes on her behalf and give them to her to finalize and distribute in situations where she is unable to participate.

Lionel then called for discussion on the topic. Mickey Farrell said he might have access to a free blackberry for her use. If it worked out, he would bill back FFMA the monthly fee. Lionel noted he would follow up with UF's Informational Technology Department to see what would be needed to set up a seamless system with Cherie's computer. We

thought there might be some cost savings by eliminating the long distance calls Cherie bills back to FFMA but after reviewing last year's bills it proved to be minimal.

Lionel indicated no action was necessary to approve the expense for a blackberry as there is room in the budget that will be reviewed.

SPONSORSHIP PROGRAM REPORT: Mickey Farrell reviewed the proposed sponsorship program. (see attached Sponsor Program Recommendations, Base Sponsor Package, and Additional Sponsorship Opportunities) The base sponsorship fee would be \$1,500 and if a sponsor desired to sponsor a specific program element of the annual meeting there would be an additional fee based on the fee schedule. In the past sponsors did not have to pay extra to receive credit for sponsoring an element of the program. Under the new program sponsors will receive additional credit and the plan calls for increasing the number of sponsors from 23 to 25 to help meet our annual budget expenses.

Lionel Dubay reviewed the draft five year sponsorship agreement with Ticketmaster of Florida (see attached letter to Tim O'Leary) which would increase their sponsorship level from \$7,500 to \$10,000 for years 2007 and 2008, and to \$12,500 for years 2009 and 2010, and to \$15,000 for year 2011. As part of the agreement they would receive exclusive sponsorship for ticket companies and receive five complementary registrations with the option to pay for others. In addition, they would receive credit for sponsoring the Monday dinner and have the option to present a 50 minute program during one of the sessions.

Lionel reviewed discussions with Mich Sauers relative to their potential interest in having Comcast companies being a sponsor. Mich felt they could do something in the \$3,500 to \$4,500 range that would be comparable to what they do with IAAM specialty meetings. They want their three companies Front Row Marketing, Global Spectrum and Ovations recognized as sponsors and be able to have a representative from ERA Ticketing attend our annual meeting. Mickey noted that Ovations is already paying \$1,500 and if we let the other two companies sponsor for what is being proposed we would be receiving no additional financial benefit in allowing a representative from ERA Ticketing to attend.

Lionel mentioned the amenities we offer sponsors like the membership list, signage, etc. at our meeting is nice but the real value is having the opportunity to network with members. Because we attract a majority of the facility managers and assistants within the state to our meeting this is the real value. The sponsorship committee recommends we do not allow someone from ERA Ticketing to attend the meeting. Lionel noted that Ticketmaster, as part of their proposal, requests exclusive sponsorship relative to ticket companies however they aren't requiring us to deny someone from ERA Ticketing or other ticket companies from attending.

Judy Joseph asked what our interest was to seek out an overall conference sponsor. Mickey Farrell replied the consensus of the Sponsorship Committee was to wait and see how the new sponsorship program goes.

Motion by Allen Johnson and seconded by Judy Joseph to accept the sponsor program as submitted and authorized President Dubay to finalize negotiations with Ticketmaster along the sponsorship lines presented. In addition, to allow him to negotiate a sponsorship arrangement with Global Spectrum in accordance with the new sponsorship guidelines which would not include a representative from ERA Ticketing being allowed to attend the meeting. Carried

TREASURER'S REPORT: Mickey Farrell

- A. Financial Status. Mickey informed the Board that we ended our 2005-2006 fiscal year with a net balance of \$9,960.58 compared to our \$109.92 net loss for fiscal year 2004-2005 (see attached Balance Sheet Previous Comparison as of June 30, 2006). We finished fiscal year July 05 – June 06 with \$82,034.13 in the bank. Our September balance sheet shows \$93,771.59 in cash assets.
- B. Annual Meeting Budget. We exceeded our 2006 annual meeting projected budget of \$18,843.86 with a net balance of \$20,785.60 (see attached Annual Meeting Budget 2006).
- C. Proposed Budget 2006-07 (see attached FFMA Proposed Budget 7/ 06 to 6/07). Our end of year net projection is \$1,930. We are expecting an increase in revenues with the adoption of the new sponsorship program. A new line item was created called Sponsorship-Events based on previous approval of new sponsorship program. The proposed 2007 Annual Meeting Budget (see attached) estimates a net income of \$18,730 and includes some fee increases listed under assumptions (golf tournament fee from \$65 to \$75 and extra sponsor representative registration from \$250 to \$350 (cost to association is approximately \$400 per additional sponsor representative that attends the annual conference), that will assist the association in reaching a profit for the 2006 – 07 fiscal year.

The budget reflects a paid membership of 86. Last year we had a paid membership of 92 and to date we have 82 paid members. We are optimistic we will achieve budget in this area. Our annual conference hotel rebate will be \$10 per room compared to last years \$14.50 per room.

We have not budgeted for a fall or winter board meeting anticipating that if we have a meeting the Board members would pay their expenses and the host site would absorb the meeting space as well as miscellaneous food/beverage expense.

The budget reflects the same amount as last year for student scholarships and a \$1,000 for telephone conference calls as well as enough to cover the cost of a blackberry expense for the Executive Director.

In addition, the budget contains a \$1,000 for Board Liability Insurance and \$1,000 for an audit review. Once we decide on a plan regarding an association name change and non-profit status, we will move forward on these initiatives.

Ron Spencer inquired why expenses were up so much over 2005-2006 fiscal year. Mickey gave several reasons: Budgeted \$5,000 for the opening night reception. Last year the Palm Beach County Convention Center, Global Spectrum and Aramark hosted the event at no cost to FFMA. A 10% increase for food costs at the Four Seasons has been anticipated which hopefully will be on the high end. Also, the budget includes a \$1,000 for an audit review, \$1,000 for liability insurance and \$500 we agreed to pay Cherie to handle the Board meeting, business meeting and conference call minutes.

Judy Joseph noted that Lee Bell had offered to host the Presenters luncheon again next year. We do not need to worry about the Presenters Luncheon being an expense to FFMA as they will cover it one way or another.

Motion by Ron Spencer, seconded by Allen Johnson to approve the budget as presented. Carried

The Board complimented Mickey, Carolyn and Cherie on the great job they have done fine tuning our financials.

2008 ANNUAL MEETING SITE: Mickey has spoken with Kim Davis at the Four Seasons and is exploring the concept of having them include within the contract that our food/beverage expense would not exceed the Southeast CPI for 2008. He noted our room rate would be \$157.50 with a \$10 rebate. He asked the Board if they felt comfortable going to \$160 per night if we can get the hotel to extend an additional \$2.50 rebate. The consensus was to move the rate to \$160 with the provision we receive the additional \$2.50 making our 2008 rebate a total of \$12.50 per room.

2007 and 2008 OPERATIONS SEMINAR SITE CONSIDERATIONS: President Dubay informed the Board that Mike LaPan, CFE (The Lakeland Center) has offered to host the OPS Seminar in one of the years. He has sent an email to Dave Anderson (Palm Beach County Convention Center) inquiring if they would have an interest to host one. Mike would be agreeable to have Dave make the year of choice first.

Hearing no old or new business, President Dubay thanked everyone for their time and ended the conference call at 11:37am.

Respectfully submitted,
Cherie Worley
Executive Director

Cc Eric Stauffer, FFMA Webmaster