



FRATERNITY
COMMUNICATIONS
ASSOCIATION

FCA Board Meeting Minutes

Graciously recorded by Ashley Martin, Zeta Tau Alpha

Respectfully submitted by Bradley Carter, Alpha Tau Omega

August 13, 2014

FCA Board Meeting (Conference Call)

In Attendance:

Nathaniel Clarkson, Sigma Nu: Director of Education

Lisa Dodge, Delta Gamma: Director of Finances

Jesse Lyons, Kappa Alpha Order: Vice President of Operations

Tracy Lyons, Omicron Delta Kappa: Vice President of Programming

Ashley Martin, Zeta Tau Alpha: President

Todd Shelton, Pi Kappa Phi: Director of Recognition

Jennifer Siler, Alpha Delta Pi: Past President

Teri Sloan, Chi Psi: Director of Networking

Andrew Talevich, Lambda Chi Alpha: Director of Marketing

Not In Attendance:

Bradley Carter, Alpha Tau Omega: Director of Information

Call to Order

President Martin called to order at 3:06 p.m. Eastern Time.

Opening Remarks:

- None.

Reports:

Vice President of Operations, *J. Lyons*

- No report.

Director of Finance, *Dodge*

- Lisa and Nathaniel touching base with Ryan at KB Parrish next week. He wants to discuss some things with them.

Director of Information, *Carter*

- Absent. Report given by J. Lyons.
- Brad is working on past minutes. We still have to approve those from the Annual Conference, and one month may be lost. We also need to approve July minutes.
- Brad is connecting with Jenny Schmidt, the Membership Chairman, to start looking at major national orgs from umbrella groups who are not currently members so we can send them targeted messages in January.
- Ashley took July minutes and again this month

Director of Networking, Sloan

- Want to discuss Associate Member breakfast at Annual Conference. Is it worthwhile? AMs would like breakfasts and lunches to network.
- Ashley asked if the AMs like meeting with the board one-on-one like this to be able to chat.
- Possibly have the AMs meet with the board during committee lunch. But that could take away board members participating in the committee tables.
- Jesse suggested having a small gathering during a breakout session. Tracy and Ashley think that's a good idea as long as the AMs aren't speakers.
- Tracy suggested doing it on the first day. During or after the precons. Could serve as a welcome.
- Teri and Jesse going to go over these options and make recommendations to AC Committee

Vice President of Programming, T. Lyons

- Has been working with Nate on Annual Conference stuff.
- Ashley will talk about retreat

Director of Education, Clarkson

- Working on RFPs for 2016 Annual Conference. Weighing pros and cons for prices, locations and spacing. Going to work with Tracy and Ashley to help narrow list Karen gave him.
- Have a call with Carol next Tuesday on Midyear 2015 RFPs. Possibly moving those to downtown Indy.
- Have a call with Andrea today at 4 p.m. to talk about Brown Bag schedule. Communication went out today on August date. September date is chosen, but no topic yet. More info on that soon.

Director of Recognition, Shelton

- No real updates. Ashley has had conversations with Groot about the site still being hosted with them for now. Looking to dive in more that conference season is over.

Director of Marketing, Talevich

- eNews to go out this week.
- Briefings is in the works. Sarah Shepherd is going to gear up now that Beta's 175th is over.
- Website. We have capacity to edit site now. We are plugging away with edits. Working on formalizing system for digital communications committee
- Cancelling our service Emma. When you cancel it, it keeps it around for 30 days. That's nice should we run into unforeseen issues with MemberPlanet. We downloaded all the PDFs that have ever been uploaded to Emma.
- Ashley asked about mailing lists. Andrew will pull those lists.

Past President, Siler

- Still plugging away on handbook. I have some questions for Jesse and Ashley. Once I get things squared away, I'll have it for board to vote on.

President, Martin

- Hosted our sessions at FEA. Todd led one Tuesday and one Thursday. Ashley led one Thursday. Zach Thomas from Willow Marketing also led on Thursday. Need to continue to have presence there, but need more guidance from FEA on programming needs and audience. A few sessions were prepared based on audience info that ended up not being correct.
- BOD retreat. Let Ashley know availability for Sept. 18-19 and Sept. 25-26 for retreat. Meeting will start Thursday around noon and end Friday around noon. This allows for travel time. Hoping to double visit as site visit again.

- Budget. Plan is to have a draft to the board the week before the September meeting. Board will have a week to look at it before voting.

Old Business:

- Annual Conference and July minutes – remaining unfinished

New Business:

- None.

Comments for the Good of the Order:

- Ashley - Send call agenda items to your VP by Monday of the week of the calls. This will help us actually fill out an agenda. Many in the past have been blank.
- Ashley - This is a good time now that conventions are over to re-engage committee chairman and members. Reach out to them and ask for help.
- Jesse- Congrats on everyone's successful conventions.
- Todd – "I want ATO's Jeep they are sending out on the road. That branding is nice."
- Andrew – "I want Beta's drone."

Martin established the next director's call to be replaced by the Board Meeting in Washington DC on September 25 beginning at Noon.

Meeting adjourned at 3:30 p.m. Eastern Time.