

IFMA AUSTIN CHAPTER ANNUAL STRATEGY MEETING MINUTES

AUGUST 2, 2017, VISA BUILDING, AUSTIN, TEXAS 11:00 AM – 4:00 PM

BOARD MEMBERS ONLY

IFMA Austin President Aimee Janousek called to order a meeting of the IFMA Austin Board of Directors on Wednesday, August 3, 2017 at 11:15 AM at the Visa Building Conference Room in Austin, Texas. Board Members and Committee Chairs participating in all or a portion of the meeting were Todd Coleman, Olga White and Mark Wendland, CFM. Also in attendance was Jim Coles, CAE, with the IFMA Austin Chapter.

WELCOME AND INTRODUCTION

Aimee Janousek welcomed everyone to the Strategy Meeting and she reviewed the schedule for the day. She stated that the Board would meet prior to the full group which would include the Committee Chairs.

PRESIDENT'S REMARKS

Aimee Janousek reported that the Annual Chapter Recertification was prepared by Jim Coles, CAE and there were two issues that needed further research. The ending balance was \$222 off from IFMA International's record and the 2016 Golf expenses exceeded the required cap not to exceed 10% of the overall golf expenses. After a discussion, it was decided to continue to work with IFMA International on these issues and meet with Mary Ressler, IFMA, International, who is the luncheon speaker at the membership luncheon next week.

Aimee Janousek updated the Board on the Past President's breakfast that she held prior to the Strategy Meeting. She reported there was good feedback and information received from the Past Presidents. One of the biggest concerns is there needs to be more communication of Chapter activities, especially the monthly luncheons. The Past President's Group mentioned they would be open to more educational programs and not be opposed to paying for speaker honorariums and expenses. Aimee Janousek recommended adding \$3,000 to the 2017-2018 IFMA Austin Profit and Loss Budget to cover the expense of speaker honorariums and expenses. There was a recommendation to send out the monthly luncheon speaker information in the form of several bullets and not lengthy bios. The Programs Chair and the Board will compose the wording for the topic and speaker for monthly luncheon invitation.

Aimee Janousek discussed the renewal of the MemberClick membership database for another year. Even though the renewal was approved for one year, Jim Coles, CAE suggested that there might be another option to consider. He has worked on the Wild Apricot membership database with website template and stated that it is approximately 1/3 the cost of MemberClick. In his opinion, the IFMA Austin Chapter does not need something as expensive as MemberClick. He promised to report back to the Board on his experience with Wild Apricot on the user friendliness and the cost effectiveness of Wild Apricot. He mentioned there is a template for electronic newsletters.

PRESENTATION OF THE MINUTES

Aimee Janousek presented the minutes from the June 1, 2017 Board Meeting and the June 8, 2017 Annual Business Meeting. After a discussion on each set of minutes, each one was approved separately.

PRESENTATION OF THE 2017-2018 PROFIT AND LOSS BUDGET

Jim Coles, CAE presented the proposed budget for 2017-2018. He reported that the budget was based on historical financial performance from 2016-2017. He mentioned that he would add \$3,000 additional expenses for Educational Programs. After a brief discussion, the 2017-2018 Profit and Loss Budget was approved.

The Board portion of the meeting adjourned at 12:25 PM.

ANNUAL STRATEGY MEETING WITH BOARD MEMBERS AND COMMITTEE CHAIRS

Aimee Janousek called to order a meeting of the Board of Directors and Committee Chairs at 12:45 PM. Board Members and Committee Chairs participating in all or a portion of the meeting were Brenda Booth, Todd Coleman, Sommer Holcombe, Derek Murakami, Scott Slaughter, Mark Wendland, CFM and Olga White. Also in attendance was Jim Coles, CAE with the IFMA Austin Chapter.

SPONSORSHIP

Scott Slaughter led a discussion on the need to promote sponsors more and how to add more value for sponsorships. A recommendation was made to have a display stand listing every sponsor and display them at every luncheon meeting, golf tournament dinner, bowling event and social events.

There was a discussion regarding when to start the marketing for the 2018 sponsorships. It was decided to approach the existing sponsors first. It was suggested that the Platinum Sponsorship Level be lowered from \$6000 to \$5000. The Sponsor Package will be revised by Scott slaughter and Aimee Janousek and prepared for 2018.

COMMUNICATIONS/SOCIAL MEDIA

In order to promote the activities of the IFMA Austin Chapter, Sommer Holcombe requested details for all of the events of the Chapter. She suggested highlighting sponsors in social media outlets.

GOLF

Aimee Janousek announced that the Event Sponsorship for the Golf Tournament was still available. There was a discussion about several existing sponsors contributing an additional \$1000 to become the Event Sponsor. It was decided that if an Event Sponsorship could not be secured by the end of August for \$4000, then an existing sponsor could contribute \$1000 and be the Event Sponsor.

Every Board Member and Committee Chair needs to promote and market the Golf Tournament. There are 7 Hole Sponsorships available.

Broadcast emails for the Golf Tournament will be sent on a regular biweekly basis and then a weekly basis. There was a discussion regarding the Golf Tournament Charity and it was decided to wait on selection of a new charity.

SPECIAL EVENTS

Aimee Janousek reported that the Professional Mixer at Culinary Drop Out went well last month. There was a discussion regarding the Holiday Party and it was decided to book Capital Cruises for December 7, 2017. The maximum attendance for the Holiday Party will be limited to 51 attendees. The estimated cost for the Holiday Party is \$3,000, which includes the boat, dinner, margarita machine and miscellaneous expenses.

NEWSLETTERS

Aimee Janousek reported that due to a job change, Serena Nikonowitz would no longer be Chair of the newsletter. Sommer Holcombe volunteered to organize and produce the newsletter. Sommer Holcombe reported that she would include Facebook and Linked In articles in addition to an electronic newsletter. She felt that it could be a shorter newsletter, possibly one page; have sponsor information, events, tours and announce new sponsors, etc. The goal will be to produce the newsletter once a quarter at a minimum and use the MemberClick template. Jim Coles, CAE will send log in, instructions on setting up password information and a video for using the newsletter template to Sommer Holcombe and remove Aimee Janousek's admin rights.

MEMBERSHIP

Derek Murakami announced that there were 160 members in the Austin Chapter. The breakdown of membership was 104 Professional, 42 Associate, 9 Young Professional, 4 Student and 1 Fellow.

There was a discussion regarding how to address members who sign up in the wrong membership category. Aimee Janousek will ask Mary Ressler, from IFMA International, on the best way to handle this.

Derek Murakami suggested there be a letter for new members ,with one being for Professional Members and another one for Associate Members.

Jim Coles, CAE suggested that there be a one-page flyer on "The Top 10 Reasons to be an IFMA Austin Chapter Member".

PROFESSIONAL DEVELOPMENT AND EDUCATION

Aimee Janousek reported for Vincent Davis, Chair of the Professional Development and Education Committee. She reported that he would like to organize a CFM Prep Class and Study Group by the end of the year. Aimee Janousek mentioned she would discuss the CFM Prep Class and Study Group with IFMA International speakers (April Tone and Mary Ressler) at the luncheon next week.

PROGRAMS/TOURS

Aimee Janousek asked the Board and Committee Chairs about the location of the monthly luncheons. After a discussion, it was decided to renew the contract at Maggianos for another year. Jim Coles, CAE will request the contract from Maggianos.

Brenda Booth and Mark Wendland, CFM discussed upcoming programs and tours. Plans are made for August (April Tone and Mary Ressler with IFMA International); September (Chris Bowen and panel of facility managers); October (TBD); November (TBD); and December (Holiday Party).

There was a discussion on possible luncheon speaker topics. They included drone dynamics - technology and regulations; ethics; crisis management; and general core competencies.

GENERAL DISCUSSION

MEMBERCLICKS

There was a discussion on MemberClicks and whether it is serving the needs of the IFMA Austin Chapter. Jim Coles, CAE will keep the Board updated on the costs, features and ease of using Wild Apricot, the membership management and website platform. Jim Coles, CAE reminded the Board and Committee Chairs that the purpose of using MemberClicks was only to collect registrations and money from members for luncheons and special events. It does not track non-members who don't have a member profile.

OTHER BUSINESS

With there being no further business, the meeting adjourned at 3:50 PM.

Respectfully submitted,

Aimee Janousek
President

Jim Coles, CAE
IFMA Austin Chapter