



SMPS CT - Board of Directors - Minutes

To: Bernice Bako, Jim Bancroft, Pat Bilotto, Terry Casey, Wayne Cobleigh, Gillian Hodgen, Rob MacDuff, Betty Horne, Mary Beth Morris, Ruth Millward
From: Cathy DeFrances
Date: June 2, 2005
Re: SMPS CT Board Meeting 5/11/05

Attending:

Pat Bilotto, Betty Horne, Cathy DeFrances, Rob MacDuff, Jim Bancroft, Gillian Hodgen, Wayne Cobleigh, Mary Beth Morris, Ruth Millward.

Chapter Management – Pat Bilotto

Meeting minutes for the February 2nd and March 9th Board Meetings were approved.

Mary Beth Morris reported the following:

- The Nominations Committee sent out ballots out to members
- Wayne Cobleigh has agreed to serve as Program Committee Chair for next year. Amanda Wiley will handle administrative tasks
- There is still a gap for someone to Chair the CPSM study group for next year because Terry Casey is now on the National CPSM Board. It may be a conflict of interest for her to develop test questions on the National level and then lead the Connecticut study group
- The winner from the Construction Expo business card drawing was John LaBelle, AIA from Foxwood's Resorts. He will receive one free program. Pat will contact him.
- There will be a new Leadership Committee formed for next year headed by Pat Bilotto. Its purpose will be to encourage participation in SMPS committees and on the Board and to mentor new committee members in order to sustain and grow the future of the organization. National SMPS does not have a formal program for Leadership, but Boston does. Pat will be developing goals and looking for committee members.

Membership – Betty Horne

Betty reported that three (3) new members have joined SMPS and her committee is working hard to directly contact people with expiring memberships. Pat will send a letter to the three new members welcoming them to SMPS. The membership drive has been extended to June.

Betty and Ruth talked about reaching Principals and making sure that they were aware of the value of SMPS to their organization and their marketing staff. Donna Maltzan has agreed to help them with reaching Principals and Owners. Ruth suggested asking Bob Hickey from Van Zelm who has always been a strong supporter of SMPS to help with the Principal's Retreat next year. Betty then suggested that Board members invite a guest to a program. "Hot Prospects" should be forwarded to Betty so she can follow up.

Ruth's final comment was that the Membership Committee has set a good foundation for the future.

Financial Update – Jim Bancroft

Jim submitted updated program financial statements for January and the two programs in March. All three programs had profits. Our overall assets have increased modestly since September, 2004 from \$23,561 to \$24,942.

The Principal's Retreat only had 21 attendees and that financial report will be completed soon. Profits for January (\$956) were split with IIDA. There were no profits from the CBC Holiday dinner in December.

It appears that the Sheraton Hotel overcharged us for the program in March. Cathy will contact Karen Talamelli who led that program and arrange for a refund.

The high costs for postage were discussed. Space Age Copy has been charging us for word processing, folding, etc. and it was suggested that instead of charging us, they could become "official" sponsors. We would just pay for postage. Ruth was going to call Brian and try to get him to become a member first, and then see if the sponsorship opportunity would interest him. If he is not interested, we will ask other printers who are members.

Financial statements are attached.

Programs – Cathy DeFrances

Due to some unavoidable personal issues, Cathy had to excuse herself from Program Committee duties for the last six weeks. Wayne graciously stepped up, took charge, and reported the following:

- The May program on Branding is all set and should be an exciting program. There are two program sponsors – Space Age Copy and Darter Specialties. Bernice sent out a blast email on the 10th. Board members were encouraged to send the email to people they might think would be interested.
- Wayne reported that Pinnacle One is on board for the Education Design/Build panel for our June 15th Program and Annual Meeting at Shuttle Meadow Country Club in Kensington. He is working on other panelists from SFU and architectural firms. The program will be scheduled as such: 11-11:30 – Annual Meeting; 11:30-12:00 – Marketing Communications Awards/Voting on Best in Show; 12-12:30 -Luncheon; 12:30-2:00 – Program. We need program sponsors for the June event. If anyone has a "nibble" let Wayne or Cathy know.

Communications – Gillian Hodgen

Gillian reported that the Communication Committee is now meeting on a regular basis with members including Cynthia Murdy, Maria Loitz, Julie Waggoner, and Sue Baer. Lauren Stoutenburgh has volunteered to help the Communications Committee with the newsletter as well.

The SMPS CT table at the Construction Expo was a great success this year. Our location was better than previous years and the morning session was very busy.

Gillian entered our new website into the National Awards program. It was suggested that a link to our speaker's websites could attract more interest in our programs. Sponsors can now have their logos on the website too.

The Spring 2005 newsletter is missing expert articles, and she needs writers. Gillian also noted that Cynthia Murdy will not be able to do our press releases anymore and she is looking for someone to fill that position. Mary Beth suggested Sarah Ruggiero from Herbert Newman's office might be a good candidate. The bios for new members are all set for publication.

Marketing Communications Awards

Due to a bizarre flooding of the Connecticut River, the Harbor Park social highlighting this year's entries and winners of the Marketing Communications Awards was cancelled. It will now be held in conjunction with our June program and Annual Meeting.

Rob reminded Board members that he will need quite a few easels.

Job Bank – Terry Casey

Terry Casey was not in attendance but the job bank has eight (8) positions open. Petra Construction is looking for a new Business Development person.

New Business

Board/Committee Perks were tabled until next meeting.

Bernice arranged for a Robert Benson photograph to be framed and sent to National for the Conference's Silent Auction.

The Summer Retreat is scheduled for Friday, June 3rd at 1:00 at Gillian's home. Invitations to Board and Committee members will go out soon. Earl Klinger from National is available and Mary Beth will contact him to attend. Gillian asked Jim if there was money available to defray the costs of food.

Cathy has agreed to co-chair the Regional Conference in Mystic for 2006. She does not have another co-chair but has some pretty good prospects and will make a few calls. Chapter members from upstate NY, NYC, Westchester, Long

Island, Boston, and New Jersey have all expressed interest in helping with the conference. Mary Beth will get Cathy contact information. Gillian will lead the design and compendia next year as well. The Marriott Inn & Spa at Mystic (located in Groton, actually) was suggested for the event and Cathy made plans to visit as soon as possible. Tentative dates of April 27-28 2006 were set.

The Connecticut Conference of Municipalities (CCM) holds a large conference in October every year and Wayne had suggested to them that SMPS lead a program in "How to Write and Evaluate an RFP." He will contact Jim Maloney and get details.

Next Board Meeting

Our next Board meeting is scheduled for Friday, June 3rd after the Summer Retreat.

Respectfully submitted:

A handwritten signature in cursive script that reads "Cathy DeFrances". The signature is written in black ink on a light-colored background.

Cathy DeFrances
Secretary