

**NCA Board of Directors Meeting  
Google Hangouts Conference Call  
March 2, 2016**

**Attendance:** Karen Grizzard, Marion Bradley, Janine Caufield, Terri Greenberg, Dwayne Ibsen, Linda Adams Foat, Lorraine Brown

**Guests:** Dorothy Shadrick

The meeting was called to order at 8:20am by President Karen Grizzard.

**President's Remarks**

This is a great way to have a board meeting since we are not having a convention this year. Welcome everyone.

**Strategic Plan Review**

The following is a discussion on the current Strategic Plan.

**Membership**

It was suggested to place videos on the NCA website. We could put some on the public area and the majority in the members only section. We should look at You Tube to download videos. Dorothy will create this page on the website and Lorraine will put a "Did you Know" notice in the econtact. Ron will share his videos and Gene with Mehron has given us approval to use any of the "How to" videos on his website.

It was suggested to create a page on the website for members to submit store display pictures, makeup ideas, etc.

**New Markets**

We have a list of comi-cons. The staff will contact those on the list about posting our website on their website. It was stated that the NCA should not send anyone to any of these at this time.

There was a discussion on Pinterest. This social media is not being utilized as it is harder to get static information posted and shared.

The staff will create a contest in the vendor newsletter to get members involved.

There was a discussion about acquiring lists for student membership. Terri reviewed their costs. Terri mentioned that the purpose was to get the scholarship information disseminated and student members. It was determined that we are not going to purchase the high school or student lists.

**Finance**

Dorothy will look at why the audio visual, registration, youth and showcase awards is so much higher than the budget. It was also requested to look at the Scholarships amount as this should be a round number. It was requested to verify that line item number 50091 is for the Dixie Stampede costs. The net profit for the year was \$5,735.57. The \$2,275 Loss of Funds was the write off an old Wells Fargo account that was never written off between the transfer of funds from Jen to Diane.

It was requested to look into the cost of the credit card processing fees to see if this could be lowered.

By consensus, the electronic votes that were approved by the Board were ratified: CIVICA/ACE Management Contract, 2016 budget and the July 2015 Board Meeting Minutes.

### **Membership**

There was a discussion that NCA is losing members to other organizations. The Board would like to discover if this is correct. It was noted that the office is calling non-renewed members.

### **Annual Convention 2015 Recap**

There was little discussion on this topic as the Board felt this was covered in September. It was noted that a closing Finale would be nice to have continued.

### **Awards**

Linda mentioned that she would be looking at the Harrelson and Honorary Life awards which are nominated by the membership. It was suggested to have a request for nominations be sent to the membership through the econtact. The Unsung Hero Award is nominated by the NCA President.

### **Social Media**

Dorothy stated that Hollie Clere with the Social Media Advisor will be conducting a monthly webinar for NCA members on social media techniques. It was decided that Tuesday or Thursday mornings would be best. There was a discussion about Pinterest and it was decided to not have this in our social media list at this time.

### **Halloween & Party Expo**

We had 16 new members with 2 of them vendors; Rock Star Wigs and Stage Fright. The NCA members used the lounge area to rest. In discussing membership benefits, it was decided to capitalize on the price. The Annual Meeting wrist bands were given to new members and a different color to members who stopped by the booth.

NCA should look into nicer signs for the vendor booths. It was suggested that Gary and the Civica staff research different options. Options mentioned were something that hangs from the backdrop, three dimensional, QR Code and Best Buyers Group.

There was a discussion about the 2017 HPE show. The cost of our booth is free with Urban Expos. There was talk about purchasing food for the 2017 show. At the 2016 Annual meeting the highest count was 52 people. The actual numbers were probably more as people came and went.

### **Publication**

Ed Avis reported that for the Costumer the 2015 ads were up 5% over 2014 with printing costs down 7% with a net improvement of \$972 for the year. The new format of the Membership Rooster saved \$955. The convention program saved \$548. Overall the publications increased profit to NCA by \$1052.

For 2016, Ed anticipates an 18% increase in ad sales over last year. The ability to call and set up a full year ad campaign has helped. He is continually making calls and establishing regular contact with advertisers.

The next issue will include couples' costumes and SteamPunk.

Ed would like to send out a reader survey with questions about NCA, the industry and readership in May.

It was noted that PFA and PCA had huge ads in Selling Halloween and Party & Paper. It was requested to have the Civica team research the cost of an ad in these publications.

### **Policy & Procedures**

Linda mentioned that she sent out some Policy & Procedures in September. These were just language clean up. She noted that two areas need to be added and/or corrected in our current procedures. We need to add that NCA will not be reimbursing for alcohol. The other correction is that NCA pays for the room and transportation of the President at the convention. The policy and procedures state that the Vice President and Immediate Past President receives room and transportation at the convention.

Linda discussed some of the old forms that are still in the procedures. She will bring a recommendation to the Board on these forms. She will also bring a recommendation regarding the NCA committee structure.

### **Old Business**

There was no old business.

### **New Business**

It was moved, seconded and approved to have the vendors submit their ads for the vendor newsletter through a Wufoo form. This should help with vendor ads not getting to the office through email.

Karen brought to the Board the idea of having the President be a signer on the account. The Treasurer and the President should have access to the accounts. Dorothy will have their Finance Director research the best way to achieve this access.

Dwayne read a letter he received from Judy Smith with Rose's costume regarding her decision to not renew her membership. It was approved by consensus to offer her a two-year honorary membership. Karen will contact her about this offer.

There was a discussion regarding the virtual Board meeting. It was felt that this was a good way to handle this type of meeting.

It was moved, seconded and approved to adjourn at 1:37pm.