

**National Government Publishing Association  
Board Conference Call Minutes  
September 4, 2007**

In attendance, Audrey Marrocco -- PA, President, Richard Beto -- TX, Vice President, Ragina Ostendorf -- IA, Corporate Liaison and Central Regional Director, Dan Swisher -- WA, Treasurer and Ronny Fore -- MS, Southern Regional Director. Lamar Evans represented Association Management Systems, Inc. and conference co-host Robert Gomez of TX also attended.

**Call to Order.** A quorum being announced, the meeting was called to order at 2:04 p.m. Central Time with Ms. Marrocco presiding.

**Minutes:** Minutes from the August 22, 2007 board meeting were distributed for review and comment prior to the meeting by email. Ms. Marrocco asked for changes and/or corrections.

**Motion:** Mr. Beto moved and Mr. Swisher seconded a motion to dispense with the reading of the minutes and to approve them as submitted and reviewed. The motion was accepted.

**Strategic Planning:** Mr. Marrocco noted that no responses have been received by the Strategic Planning Chair since the last conference call. There was a discussion as to how the board desired to proceed with this project given the short time-line between now and the conference. Ms. Ostendorf suggested that a small group of board members get together separately to flesh out the details and present the group's findings and suggestions to the full board prior to the conference. There was consensus to proceed in this manner. Mr. Beto, Mr. Swisher and Ms. Ostendorf volunteered to take the lead in this process. It was recommended that conference attendees be reminded to bring information from their shop with them to the conference, including their vendor list so updates can be made during the conference.

**Membership Update:** Evans reported that only one member has renewed since the August board meeting. Mr. Fore reported that he paid a visit to the printer for the Jackson Public School District. The individual was planning on attending the Austin conference but her budget was cut recently. There was a discussion about the possibility of NGPA offering some monetary assistance to her to encourage attendance. Mr. Fore will follow up. Ms. Ostendorf reported that she continues to email her regional members and those on the prospective list provided by Ms. Marrocco. No positive results have been achieved as of this date. There was no report from the Eastern or the Western regions.

**General Liability Insurance:** Evans reported that he has received a quote from Brierfield Insurance Company for a two million dollar aggregate general liability insurance policy for the association. The quoted price, including terrorism coverage, is \$400 per year.

**Motion:** Ms. Ostendorf moved and Mr. Swisher second a motion to accept the quote and proceed to have the policy issued. Evans will follow up.

**CPA Thoughts on Sponsorship Benefits:** Evans reported that the CPA firm that files the association's tax returns each year has reviewed the newly proposed sponsorship program. He reported that the sponsorship collections that can be tied specifically to the annual meeting, a trade show or continuing education is not considered taxable income by the Internal Revenue Service. Sponsorship proceeds that are collected as a result of print advertising, above the cost of the publications will be taxed as unrelated business income. There are also some anticipated rulings from the IRS that will apply to hyperlink and website advertising revenue. These rulings could impact NGPA tax liabilities in the future. The CPA indicates that, in his opinion, the resulting tax liabilities under the new sponsorship program will not be significant enough to discourage proceeding with the new sponsorship format.

**Motion:** Mr. Fore moved and Ms. Ostendorf moved to approve the new sponsorship program and present it to the members and the potential sponsors during the Austin conference. The motion was accepted.

**Don Bailey Award:** Ms. Marrocco noted that the deadline for submission for this award has passed and in her opinion the submission requirements need to be tightened up to reflect who can be nominated and what they should specifically be nominated for. There was consensus that no nominations will be accepted nor awarded this year and that the board will undertake revisions to the award as a part of the Strategic Planning process. It was also suggested that this award and the NGPA Don Bailey Scholarship be featured on the NGPA website more prominently. Evans will follow up on this.

**2007 Conference Update:**

Attendance Registration Update: Evans pointed out that only 19 government delegates have registered thus far. Total registration stands at 49 with thirty of those being corporate sponsor representatives. He also pointed out that we are still 62 room nights short of making our room block this year. Board members will begin emailing potential attendees and members not yet registered to encourage them do so quickly. There was consensus that the early registration deadline for future conference should be moved further away from the conference dates.

Marketing Update: Mr. Beto noted that he will begin calling and emailing potential attendees next week.

Sponsorships Update: It was reported that some corporate sponsors continue to express an interest in participating this year. Riso's sponsorship was confirmed this date.

**2008 Conference Update:**

Location/Date Update: Evans reported that he would like to give the Washington staff time to react to the latest hotel contract proposal. He also noted that the hotel was able to accommodate our request to move the conference dates one week later to avoid the Columbus Day holiday. Evans will forward the hotel's proposal to Mr. Swisher for review and comment. The board will consider accepting this proposal during the next board meeting.

Conference Branding Effort: Mr. Swisher will present this item for consideration during his staff leadership meeting this afternoon with more information and details being provided at the next board meeting.

**Announcements:** Ms. Marrocco noted that Evans has received more input from the webmaster regarding the establishment of a ListServ on the NGPA website. The anticipated start up cost for the feature would be \$70. Policies, procedures and rules for the ListServ need to be established by the board. This item will be on the agenda for the first board meeting during the upcoming conference.

Next Meeting: The next board conference call will take place on September 19 at 2:00 PM CDST.

**Adjournment --** There being no further business or announcements, Ms. Marrocco adjourned the meeting at 3:29 P.M. CDST.

Respectfully Submitted,

Approved \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

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Lamar Evans, Secretariat

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Audrey Marrocco, President 2006-2007