

**National Government Publishing Association  
Board Meeting Minutes  
November 7, 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, Larry Krist -- OH, Eastern Regional Director, and Ronny Fore -- MS, Southern Regional Director. Lamar Evans represented Association Management Systems, Inc.

**Call to Order.** A quorum being announced, the meeting was called to order at 2:04.m. Central Time with Ms. Marrocco presiding. Ms. Marrocco announced that since a number of committee chairs will be invited to attend board conference calls throughout the year that she intends to use a roll-call voting procedure to ensure that only elected board members were voting.

**Minutes:** Minutes from the October 7 and October 10, 2007 board meeting were distributed previously by email. Ms. Marrocco asked for changes and/or corrections.

**Motion:** Mr. Fore moved and Mr. Beto seconded a motion to approve the minutes from the October 7, 2007 meeting as submitted and reviewed. The motion was accepted.

**Motion:** Mr. Beto moved and Mr. Swisher seconded a motion to approve the minutes from the October 10, 2007 meeting as submitted and reviewed. The motion was accepted.

**2007 Conference:**

*Financial Impact:* Evans submitted a report to board members prior to today's meeting. The report, although not audited shows net Austin Conference income in the amount of \$75,017.60. Known expenses total \$43,212.23. Additionally, the Sheraton invoice has been received but not confirmed. It totals \$34,837.09. Additional conference expenses, including Secretariat Service fees are estimated to total \$4,887.68. Based on actual and projected, expenses will total \$73,937.00 leaving a net income of \$1,080.60.

The board discussed the need to sell more sponsorships throughout the year and improve participant registrations. It was also noted that the change in the sponsorship philosophy will provide an improved cost control mechanism. Evans noted that having specific events sponsored obligated the organization to plan those events regardless if the sponsorship covered all of the event expenses.

It was also noted that, although the Austin Conference did not clear a substantial net income, the event created increased buzz within the profession and solidified existing and new potential sponsor relationships. It was also noted that the Austin conference was the first in several years that did not draw from the association's reserves.

Mr. Swisher reported that he has already secured sponsorship commitments from Nipson and Muller Martini. Evans reported that he has also seen interest from two sponsors, including Presstek.

*Sponsor Survey Results:* Ms. Ostendorf reported that she has not yet received survey returns, however, no specific deadline date was provided in the original distribution. She will send out a reminder notice and ask that the surveys be completed and returned by November 23. It was also reported that Xerox has indicated their desire to distribute NGPA membership brochures to their clients and potential clients, especially those on the West Coast. It was also reported that other vendors who attended the informal meeting prior to the beginning of the Austin conference expressed an interest in providing their mailing list information to the organization for use in recruitment.

It was also reported that InPlant Graphics has offered their mailing list at no cost and has agreed to provide free advertising space to the organization when space could not be sold. Evans will follow up to get ad

specifications. It was noted that NGPA would be more likely to appear in those spaces if InPlant had advertisements already prepared that met the publication's specifications. InPlant is seeking sponsor designation for these services. There was consensus that NGPA will monitor the value of the magazine's contributions for the year and decide what level of sponsorship the organization will qualify for. It was reported by Mr. Swisher that Bob Newbauer with InPlant has agreed to speak during the Washington conference.

*Member Survey Results:* Ms. Ostendorf reported that she has had one response from the member survey. She will send out a reminder. Mr. Fore reported no responses as did Mr. Krist. Ms. Marrocco will send out a reminder notice asking that a response be returned by November 23.

## **2008 Conference Planning**

*Hotel Contract:* Evans reported that he has now executed the hotel contract for the 2008 meeting. The revised contract reflected an increase in the room night obligation and added a second meeting room for concurrent sessions. Additionally, Evans received approval from the hotel to begin the process of establishing a master account rather than paying for anticipated room and meal charges prior to the conference. A \$3,000 hotel deposit will be required by the end of this year.

*Marketing:* Mr. Swisher reported that the conference website his team has developed is now up and operational. The sponsorship brochure is being printed and will be distributed within the next week to more than 1,100 potential attendees and sponsors. Additionally, a number of Washington area contacts are being added to the distribution list, including three university printing programs. A Survey Monkey will be made available to the membership within the next week or so to explore their suggestions for program content. Exploring the Northwest will continue to be the theme and program topics will be adjusted to reflect the theme.

*Budget:* Evans reviewed the conference budget that has been proposed by the board of directors for submission to the membership. He noted that the budget projects less in sponsorship than collected this year, less in Secretariat charges to the conference and approximately \$7,000 less in food and beverage expenses. The proposed budget also predicts five more government attendees than registered for the Austin conference. It was also noted that due to the change in sponsorship philosophy the NGPA leadership will have to be much more involved in monitoring of specific conference budget line-items and may have to make more spending decisions than has been the custom. The proposed conference budget predicts a net income of just over \$6,000.

**2008 Budget -- Approval by Membership:** It was noted that the proposed budget adopted by the board during the Austin conference needs to be submitted to the government members. They should be given a specific deadline for comments and/or responses. The board must approve or deny those comments and/or suggestions prior to the beginning of the fiscal year, January 1, 2008. There was consensus that Ms. Marrocco will send out an email blast with a .pdf file attachment of the proposed budget and request government member reaction. Evans will follow up by providing Ms. Marrocco with the file.

## **Committee Updates**

*Website Committee:* Mr. Beto reports that he continues to review the individual pages on the existing website and request that outdated information be pulled down and that other corrections are also being requested. He has reviewed the listserv options that were provided by Win Customers but found the software unfavorable. He is going to follow up with his staff to see if someone there can produce and manage a listserv. Ms. Marrocco requested that the vendor matrix form be uploaded to the site when it is completed. Evans will send her the regional minutes so that information can be placed into the matrix.

*Strategic Planning Committee:* Ms. Marrocco reported that she will be updating the plan to indicate the items that have been accomplished. She will also ask that the committee chair assist in keeping the document updated. She noted that a number of task deadlines are approaching and requested that board members review the document and be aware of the tasks that need completion.

Corporate Liaison: Mr. Beto offered to assist Ms. Ostendorf with the development of a sponsor recruitment letter. The new sponsorship brochure will also be uploaded to the website when the necessary corrections are completed.

Nominations & Elections: Ms. Marrocco noted that she plans to ask that committee to become more involved throughout the year. She would like the committee to assume the responsibility of the Don Bailey Leadership Award. The proposed changes to that award will be sent to the committee for review and input before the board is asked to consider the changes.

Resolutions: Ms. Marrocco reported that she would like to see this committee active throughout the year and she continues to look for avenues where the committee can be engaged. She also reported that because of the approach the NGPA took with the Adobe/Kinko's resolution, the organization has been recognized and will have a seat on their technology board in the future.

**Motion:** Mr. Fore moved and Mr. Krist seconded a motion to verify the board email vote taken earlier formerly accepting the resolutions put forward by the membership during the Austin conference. During discussions Ms. Marrocco reported that Ms. Ostendorf moved and Mr. Beto seconded an emailed motion to approve the resolutions as put forth by the membership. She also reported that a majority vote was obtained in favor of the motion. The motion of verification was accepted.

Bylaws: The bylaws committee will be asked to review the bylaws and the board's desire to have the nominations and resolutions committees more engaged throughout the year to see if changes should be considered.

Retired Members: Ms. Marrocco reported that she has not had a response from the two members who agreed to serve on this committee. She has asked them to begin the development of NGPA's history and to partner with the regional directors to try and identify potential members and/or sponsors. She will continue to follow up.

### **Regional Directors Update**

Eastern Region: Mr. Krist reported that one new member has joined the organization since conference. She has been contacted and welcomed by him. Mr. Beto suggested that other board members establish communication with her to obtain more information about her and her NGPA interest. Evans will provide the regional directors the new member's contact information.

Central Region: Ms. Ostendorf reported that she is in the process of establishing a regional meeting in an effort to keep the members more engaged throughout the year.

Southern Region: Mr. Fore reported that he has had positive feedback from the Mississippi DOT conference attendees and that they have been promoting NGPA to other publishing operations throughout the state. He also has had conversations with a publishing official in Tennessee who has expressed a desire to become more active.

Western Region: Mr. Swisher noted that he continues to promote NGPA throughout the region in an effort to create more interest in the conference. He also indicated he would contact Mr. Hard to discuss other regional activities.

### **Other Business:**

**Motion:** Mr. Fore moved that Raul Guevara be considered for retiree status. The motion died without a second. During discussions it was noted that the member should request the designation in a written format and should include contact information. Mr. Fore will follow up with Mr. Guevara.

**Next Meeting:** The board set December 11, 2007 at 2:00 p.m. Central time as the next board call.

**Announcements:** None

**Adjournment:**

**Motion:** Mr. Fore moved and Mr. Krist seconded a motion to adjourn the meeting. There being no further discussions or business the motion was accepted and Ms. Marrocco adjourned the meeting at 3:33 p.m. Central.

Respectfully Submitted,

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

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Lamar Evans, Secretariat

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Audrey Marrocco, President