

**NYSFAAA Executive Council Meeting
Conference Call
March 17, 2010**

Present:

- ✓ Curt Gaume
- ✓ Dan Tramuta
- ✓ Wayne Harewood
- ✓ Steve Dwire
- ✓ Clair Jacobi
- ✓ Howard Leslie
- ✓ Gina Soliz
- ✓ Rachel Barker
- ✓ Rick Cole
- ✓ Jackie Darquea
- ✓ Maria DeInnocentiis
- ✓ Bryan Kelly Austin
- ✓ Dan Robinson
- ✓ Lisa Simpson
- ✓ Shalena Duprey

Call to Order – Gaume

Treasurer's Report – Harewood

Books are balanced as of February 28th

\$100,000 income/profit (\$30,000 from CGS, \$10,000 from Gear Up). There are no outstanding invoices as of 3/15/10.

See addendum for account activity from January through mid-March (profit & loss).

MOTION to accept the Treasurer's report: Maria

SECOND: Howard

Motion unanimously passes.

Membership Report – Jacobi

1128 members – our goal was 1200. If we get to 1135 we'll be lucky! Novice payments begin the 10-11 membership year. The tri-regional meeting in May will also be for the 10-11 membership year.

Conference 2011 – Gaume

Don Taylor, who is acting on NYSFAAA's behalf for the 2010 and 2011 conferences, has informed Curt that the Turning Stone is not willing to renegotiate our contract. Specifically, they do not want to drop the room block down from 425 to 275 on peak nights and they do not want to drop a day off from the total of four. Don Taylor informed Curt that we would have approximately a \$10,000 obligation to be completely released from the contract. Don Taylor thinks they may be willing to give us an amended contract. Don Taylor's recommendation to me and for the Council's consideration is to basically call their bluff. He is willing to draft a letter from me (with our input) essentially saying that unless we receive an amended contract, NYSFAAA is willing to write a check and not bring the NYSFAAA 2011 conference to the Turning Stone. His argument is that he

does not feel that the Turning Stone is willing to sacrifice the revenue that would realize even with amended contract against a \$10,000 (approximately) buyout. He is also referring to a section in the contract entitled Force Majeure (3rd page) which allows us to use to dissolve the contract.

Discussion took place. We need clarification on where the \$10,000 figure comes from, but we also need to realize that the loss that will incur if we don't meet the 475 room block.

In conference 2009 we had about 300-350 attendees. We used about 210-230 rooms.

Evaluation of the Website & Social Networking by Ian Leslie

No Geo Tags or META tags – to associate our site with New York.

It is content heavy – difficult to find content if you don't know where to find it. Can we do a traffic analysis to find out where people are going?

Calendar –

Who are we aiming to serve on the website?

Facebook page – what is the purpose? A fan page could be customized. It requires resource dedication (in other words, we would need someone to keep this updated and fresh). Fan page would have customized hyperlink to NYSFAAA.org.

**NYSFAAA Executive Council
Conference Call
March 24, 2010**

NYSFAAA Exec Council members who were present on the call:

- ✓ Curt Gaume
- ✓ Dan Tramuta
- ✓ Wayne Harewood
- ✓ Steve Dwire
- ✓ Clair Jacobi
- ✓ Gina Soliz
- ✓ Rachel Barker (region 1)
- ✓ Rick Cole (region 2)
- ✓ Maria DeInnocentiis (region 6)
- ✓ Debbie Evans (region 7)

Guests:

- ✓ Anne Barton
- ✓ Jan Scheutzow

Conference 2011 - Gaume

Today's conference call took place to discuss the revised Turning Stone contract. The revised contract has a reduced room block (from 1350 total rooms down to 610 total rooms) and reduced the length of the conference by one day to coincide with the shorter schedule (depart on Thursday 10/20/11 rather than Friday 10/21/11).

A discussion took place regarding the uncertainty of the future and whether NYSFAAA members will have travel budgets. Per the new contract the 610 rooms @ \$115 = \$750,000 in revenue and \$23,515 in food & beverage revenue for the Turning Stone. We need to use 80% of the room block which is 488 rooms. In Saratoga, we used 458 rooms.

Additional conversation took place regarding our concerns about the audio visual rental requirement (A/V rental is usually very expensive if we don't have the opportunity to shop around for our own vendor and/or bring in our own laptops and projectors). There are specific rules about alcohol at the Turning Stone, and clarification is needed on that topic, too.

A group of NYSFAAA members will plan a visit to the Turning Stone (Mark, Jan, Curt, Dan, Ann, and others if needed).

April 17th is the date that we would need to break the contract and pay a fine.

A MOTION was made by Maria DeInnocentiis: "To give Curt the authorization to sign the revised Turning Stone contract on behalf of NYSFAA."

Second: Clair Jacobi

No one opposed.

Rick Cole –abstain.

Motion passed.

Curt will wait to sign it until the group meets with Turning Stone representatives.

Governance Issues – Tramuta

A conference call is scheduled on Monday at 3:00 to discuss the bylaws to change our treasury to a centralized system.

A Motion to adjourn was made by Wayne Harewood; Second Rachel Barker. Conference call meeting adjourned at 2:45

NYSFAAA Membership Statistics March 17, 2010	
Current Membership	
Total	1128
Members Not Renewed from Last Year	
Total	443
New/Renewal Memberships	
2009-2010 New Memberships	201
2009-2010 Renewal Memberships	927
Membership by Year	
2009-2010	1128
2008-2009	1273
Institutions with Current Memberships	
Total	331
Membership by State Region	
Not Specified	1
Not Affiliated with a Region	76
Region 1	132
Region 2	101
Region 3	158
Region 4	130
Region 5	125
Region 6	341
Region 7	179
Region 8	49
Membership by Affiliation	
Not Specified	0
Active	975
Associate	129
Retired	16
Life Member	8

NYSFAAA, Inc.
Profit & Loss
 July 1, 2009 - March 16, 2010

	Total
Income	
102 Dues	59,363.00
106 Annual Conference Inc	126,346.00
107 Novice Workshop Inc	7,294.05
110 Interest Income	32.22
119 Sponsor Support	
119C NYS Fair Exhibit Inc	1,850.00
119J Regional Events/Training	5,400.00
Total 119 Sponsor Support	\$ 7,250.00
120 GEAR UP Inc	10,000.00
125 College Goal Sunday Inc	33,500.00
304 NYSFAAA Scholarship Inc	400.00
450 Uncategorized Income	1,800.00
Total Income	\$ 245,985.27
Expenses	
500R Regional Expense	660.00
501 Executive Council Administration	27.00
501A Revenue Sharing	7,445.00
501B Professional Services	287.81
501C General Executive Council	523.54
501D Executive Council Meetings	2,539.93
501E Special Meetings	422.74
501F Bank Service Charge	220.06
501G Credit Card Fees	3,923.98
Total 501 Executive Council Administration	\$ 15,390.06
504 Awards Committee	1,499.40
507 Communications Committee	
507A Website	3,970.00
Total 507 Communications Committee	\$ 3,970.00
510 Professional Development	1,241.04
510A Statewide Training	7,784.99
Total 510 Professional Development	\$ 9,026.03
511 Annual Conference	75,667.40
512 Novice Training Exp	3,512.29
514 HS Outreach Committee	
514A School Counselor Workshops	2,705.95
Total 514 HS Outreach Committee	\$ 2,705.95
515 College Goal Sunday	21,351.68
521 Early Awareness Committee	
521B NYS Fair Exhibit	2,245.00
Total 521 Early Awareness Committee	\$ 2,245.00
521A Gear-Up Expense	2,408.86
700 NYSFAAA Scholarship	7,500.00
Total Expenses	\$ 145,936.67
Net Operating Income	\$ 100,048.60
Net Income	\$ 100,048.60