

SEAALL Board Executive Board Meeting 3/22/2019

Present: Kris Niedringhaus, Cas Laskowski, Louis Rosen, Kat Klepfer

Phone In: Avery Le, Suzanne Corriell, Shamika Dalton

Also Present: Stephen Parks (Jackson, MS Conference planning)

1. Motion to approve past meeting minutes from Nashville. Passed.
2. Cas – Wild Apricot and Treasurer’s report.
  - a. Cas has submitted a report to get current numbers in front of the board. (See attached).
  - b. Discussion of transition to using Wild Apricot for taking all registration payments to gain more predictability in budget.
  - c. Discussion of profit/loss in membership revenue. Past two SEAALL conferences have gone over budget and membership registration is not enough to cover overages.
  - d. Cas suggestion: Use Quickbooks to make a budget. Reduce basic attendance numbers we are providing to program committee b/c we are not meeting cap and move to WA for conference registration.
  - e. Proposal to go to WA for everything: All vote yes. Will transfer to that for payments.
  - f. Proposal: do a budget, all vote yes.
3. Kris: Need a system for passing on meeting information from year to year.
  - a. Suggestion: a meeting handbook. Numbers, exhibitors cost extra meals. Should we charge full registration price to non-SEAALL members who are speakers? Need consistent policies.
  - b. Board communicated to Stephen that we would get him solid numbers on Homestead turnout to understand expected attendance. There were 123 conference registrants this year.
4. Regarding budget, we have 127 “registrants” on RegOnline. But that includes vendors we are comp’ing registration for.
5. Louis: Programming feedback for this year going well.
  - a. Shamika question: How many programs in each time slot: There were four. Last year we had three. Suggestions from Kris: Look at space between programs and schedule from Nashville for a 3-program per slot example.
6. Stephen: Jackson, MS.
  - a. Will lower room block.
  - b. Shamika question: Who picks the theme of conference? Answer: President picks conference theme, in conjunction with program and local arrangements. Program Committee does institute theme. We need more data on whether the Institute breaks even, should continue. We will continue the Institute for next year and talk about alternatives in future if attendance continues to dwindle.
  - c. Jackson, MS: City has arrangement that if you book hotel rooms they will cover transportation costs to take someone to reception.
  - d. Community Service Project: Stephen suggests Big House Books, sends books to prisoners.

- e. Host City: Are they responsible for Keynote speakers? Local Arrangements Committee picks Keynotes. Program Committee does Institute Keynote.
- f. Local Arrangements update: new people joining local arrangements, will update.

New business:

7. SEAALL Reception - Suzanne has looked into about 5 locations for meeting. DC much more expensive than Baltimore for restaurants so search ongoing. Estimating 60 attendees. 6-7 pm on Monday. Pratt Street Ale house was ~\$1600 in Baltimore.
8. Recommendation from Prof. Development Task Force to make an online forum. Louis will settle details. Alison Drake and Alison Rosenberg to be on committee next year.
9. Kris: Going forward on fiscal viability of SEAALL:
  - a. Cas: The meeting used to cover our AALL and membership covered scholarships etc. Invoices go out soon/end of April, but treasury is depleted from conferences.
  - b. Should we raise membership cost? Board tabled to discuss in future.
10. Columbia, SC conference planning: Kris passed on questions from planning committee to board, she will respond and copy Shamika and Louis and let Shamika begin planning. Next step is getting a budget together.
  - a. Apply for continuing education grants from AALL/Bloomberg. October and March – local arrangements applies after theme is settled.
11. Kat secretary update:
  - a. Election – ready to go starting on March 29th
  - b. Website – Sharon Bradley asked if we were going to update website. We will discuss getting new materials up there.
12. Cas: We need to fix the membership form to reflect correct in handbook. Need to reach out to Handbook Editor.
13. Adjourned.



# State of the Treasury 2019

## *Work of the Treasurer This Year*

The position has transferred hands multiple times recently, which has led to a bit of institutional memory loss. After assuming the position of Treasurer in November of 2018, I have begun to organize the print records on file with me and drafted a more detailed Workflow for Treasurer's duties.

I am also working to update the Chart of Account in QuickBooks to allow for efficient comparisons to be run across years of common expenses and incomes. I was unable to fully clean up the QB so that I could run comparative profit/loss reports for 2015-2018. I will send the Exec Board those reports by the end of the fiscal year.

## *Wild Apricot vs Paypal*

Wild Apricot recently warned that continued use of outside payment processors would result in a fee of 20% being added to our plan renewal. That would amount to an additional \$194.40, the equivalent of 6.5 membership dues. The Wild Apricot processor is AffiniPay, which is PCI compliant. The biggest change is to refunds and credit card fees. Depending on the card company, we'll be charged additional fees.

	PayPal	Wild Apricot
Transaction Fees	2.9% + \$0.30/transaction	2.9% + \$0.30/transaction
Refunds	Fee refunded	Additional \$0.30 charged
Monthly fee	None	None
Deposits	Manual Transfer	Automatic 2-3 days
Credit Card Fees	None	<a href="#">Card Specific Chargeback</a>

The WA page, linked above, incorrectly states that PayPal charges for bank transfer. They do not.

## *Current State of Accounts*

The SEAALL bank account requires an average monthly balance of \$15,000 in order to avoid fees of \$29.95/month. In the past year, we have been charged fees twice in July and August. That is because in mid-May we paid \$8,204.63 to Nashville Marriot, \$5,000 to the Omni Resort, and \$2,750 to a Student Scholarship. Another large deposit for next year's hotel/conference will similarly take us under the minimum.

## Simplified Yearly Financial Statement 2019

<b>Recurring Income</b>	<b>Amount</b>
Memberships	\$12,530.00

  

<b>Recurring Expenses</b>	<b>Amount</b>
Wild Apricot Registration	-\$972.00
International Fee (Visa)	-\$29.16
SunBiz	-\$61.25
Student Scholarships	-\$5,500.00
Lucille Eliot	-\$2,000.00
AALL Grant	-\$695.00
CONNELL GRANT	-\$415.00
AALL Annual Meeting Spot	-\$700.00
Liability Insurance	-\$430.00
Elections	-\$320.00

  

<b>Additional Expenses</b>	<b>Amount</b>
Bank Fees	-\$59.90
PayPal Fees	-\$232.01
QuickBooks License	-\$236.45
Postage	-\$116.53

  

<b>Total</b>	<b>\$762.70</b>
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This is troubling because the limited buffer is insufficient to cover annual meeting overages, and the treasury is therefore being diminished.

### *Annual Meetings & the Treasury*

The SEALL 2018 was run at a loss and SEALL 2019 will do the same, though hopefully not to the same degree. The final estimate from the Omni was \$44912.27. We have made \$ 30,027.17 in gross revenue from registrations. Vendor sponsorships and exhibition fees amount to \$15,061.56, though only \$9,811.56 have currently been paid. The remaining \$176 does not cover speaker fees (\$250) and accoutrements. This is likely caused by an assumption of 150 registrants during budget planning. The actual numbers have been as follows:

SEAALL 2019	Hot Springs, Va	124
SEAALL 2018	Nashville, Tn	126
SEAALL 2017	Raleigh, NC	165
SEAALL/SWALL 2016	Dallas, Tx	172

SEAALL 2015	Lexington, KY	130
SEAALL 2014	Knoxville, Tn	146

There has been steady decline, ignoring the joint meeting, since 2014. Raleigh was an outlier year, and that may be due to the number of schools in the area. But I am not sure on causation.

One issue, which hopefully will not occur in following years, is the delay with RegOnline deposits. RegOnline deposits all gross revenue once a month 2-3 business days after the 15<sup>th</sup>. This delay forced us to request that Omni take half a payment for the conference, as the account did not have enough money to cover the full amount until we received the deposit from RegOnline. Thankfully, they were so accommodating.

I will provide an update to this report once tallies on costs are finalized.

### *Recommendations*

I recommend that we craft a budget for the association for the year and enter that budget into QuickBooks for tracking year to year. Also, we should begin budget planning for future conferences with a more modest number no higher than 130 attendees. Lastly, we need to ensure the next programming committee uses Wild Apricot for the conference registration.