



Eastern Chapter Wild Sheep Foundation Board of Directors Meeting

September 10, 2011

Minutes

President Jim Wilson called the meeting to order at 8:02 am.

Roll Call:

The following Directors were present: Rick Booth, Jeff Fuhse, Bob Kovel, Jim Wilson, Jim Stager, Tim Page, and Darryl Williams.

Also present: Cheryl Herr (Chapter Office Manager), Ron Andrews, Don Bickford, and J. Scott Steffy

Prior to starting the planned agenda, the BOD had a discussion with Andee Cornelius, Assistant Director of Sales and Marketing for the Lancaster County Convention Center, and Jon Spreadbury, Director of Event Technology, on the facilities and their desire for ECWSF to move our annual Hunting and Outdoor Expo to Lancaster.

Andee explained the difference in pricing flexibility between the hotel and the convention center and the areas where she has the greatest flexibility to negotiate. Since the hotel is privately owned, and the convention center is publicly owned, she has more flexibility to make accommodations in the parts of the contract related to hotel services.

Jon discussed his outline of services. He previously worked with Walt Disney World and wants to bring some of the technology he used there to our show. He briefly explained how he could use lighting effects to create an outdoor environment for our show.

Jim Wilson asked about available parking. Andee explained that the Penn Square Garage has 576 spaces. She also told the BOD that there are approximately 3000 spaces in downtown Lancaster of which approximately 2000 are allocated to monthly customers. She indicated that approximately only approximately 500 of those 2000 spaces are occupied on weekends. She also stated that the King Street Garage has a higher entrance to accommodate larger vehicles. Additionally, there are 'surface lots' in the area to accommodate trailers. She would be willing to negotiate special pricing on these additional parking areas on our behalf.

Jim Stager asked about what percentage of the total convention center we would be occupying. Andee indicated that we would be occupying approximately 50% of the rooms.



Rick Booth indicated that his biggest concern was 'foot traffic' and that we needed to increase our foot traffic to survive as an event. He was concerned that the convention center's location was not conducive to generating the kind of foot traffic we need. Andee stated that 2009, all but two of the groups who no=move their event to the Lancaster County Convention Center have increased their attendance since making the move. She stated that the variety of shops and restaurants/bars (~65) within walking distance of the facility make it particularly attractive. She would be happy to provide references upon request.

Jim Stager asked about information on the area that we could provide to our attendees. Andee stated that she does have information packets that she could provide and that the Lancaster Visitor's Center, located across the street from the facility, has information on area attractions and activities.

Ron Andrews asked about audio and lighting for the event. Jon stated that the 'outdoor environment' he described would cost approximately \$400, but that he could probably give us a 15% discount. He also stated that the facilities audio systems were state of the art and would certainly meet our needs.

Andee offered to arrange a tour of the facilities at 10:00 am.

Secretary's Report

- The Board reviewed and approved the July 9th meeting minutes.

Treasurer's Report

- Cheryl Herr briefed the BOD on the quote she received from Hostetter and Hostetter. Ron Andrews provided a copy of the quote to his CPA who thought the costs were reasonable.
- Cheryl and Rick Booth then discussed the 'chart of accounts'. Cheryl feels that she has been able to make good progress on cleaning them up, but feels there is more work to do to have them in a condition that would allow an outsider to make sense of our accounting system. Once the current audit is complete, she will be able to complete the work on the chart of accounts.
- Cheryl indicated that she has placed as many of our recurring payments as possible on 'auto-pay' to reduce the number of checks written each month.
- Checks are now created in QuickBooks which eliminates all the overhead and risk associated with hand written checks.
- **Rick Booth briefed the Treasurer's Report and told the BOD that he still needed to make the transfers from the Life Member and Reserve Funds transfers approved by the BOD on May 21, 2011.**
- **Cheryl needs to verify that Booger Harris paid for his advertising in the Spring '11 newsletter.**

Old Business

• Raffle Tickets

- Cheryl Herr briefed the BOD on the raffle tickets. They are ready for sale and each BOD member should take tickets with them to sell. She also indicated that we need to create an updated Raffle Ticket Order Form. **Jim Wilson will work with Lou Ann Neal to design the form.**



- **Status of Action Items from the July 9 BOD Meeting**

- Outstanding actions are:

- Rick Booth and Cheryl Herr discussed the current Class List and Chart of Accounts. BOD to review chart of accounts and email to all by 7/16. **Cheryl will make final adjustments to the chart of accounts after the annual audit. They will be available for BOD review by the next scheduled meeting.**
- Life Member and Reserve Funds transfers approved by the BOD on May 21, 2011, totaling \$15,149.32 to provide additional 2011 GIA funds, haven't been completed yet. **Rick Booth to complete transfers.**
- There's a question if Booger Harris & Baldy Mountain paid for their advertising in the Spring '11 edition and whether Sharon Biggins paid last year for this year. **Cheryl Herr to verify and invoice as appropriate.**
- The BOD was concerned about a repeat of the issues we experienced with the Puppy Raffle in 2011. **Darryl Williams will investigate the rules for Maryland.**
- **Jim Wilson to work with Styer to determine the rules for maintaining funds in our accounts for operating expenses and whether Life Membership dues count as income.**
- Discussion about who is authorized to get financial information from Styer. Currently only the Chapter President is authorized. **Jim Wilson to call Styer to change the policy to all officers with the Chapter President and Treasurer as the primary points of contact.**
- **Finance Committee to develop a budget and make recommendations to the BOD.**
- **Jim Wilson, Lou Ann, and Cheryl will develop the Life Member Cards.**
- **Cheryl Herr will send out 2011 membership invoices.**

- Bob Kovel presented the BOD with pricing for a portable booth backdrop for Harrisburg. He indicated that the cost for a backdrop with some customization (our logo included) would cost about \$800. **He will continue to research options and provide the BOD with his recommendations.**

- **Advertising for 2011/12**

- The BOD agreed that we need to get some information in front of our members and prospective convention attendees soon. Cheryl Herr to send out the following email blasts, one each week, by the end of September:
 - Save the Date
 - Elk Tag Promotion
 - Raffle Ticket Information
- Darryl Williams reminded the BOD about the demographic results gathered from the black powder rifle raffle last year. Our largest group indicated that they heard about the event from a friend, followed by our advertisements in WSF magazine. Our Huntin' Fool advertisement was not a good investment and our radio ads didn't bring any attendees. Darryl recommended that we continue the Bowsite ad and the WSF ad and look for other areas to advertise.
- Rick Booth suggested that the BOD consider purchasing a booth at the 2012 WSF convention. The cost would be around \$1,200 and includes registration for two people. Rick stated that some outfitters, who are regular exhibitors at our event, attend the WSF



convention and do not purchase booth space. We could probably have them help us man our booth. The BOD approved purchasing booth space at the 2012 WSF convention.

Darryl Williams to work with Becky Layne to negotiate pricing and reserve booth space.

- The BOD also discussed and approved other advertising venues:
 - WSF magazine – Rick Booth stated that we were very close to their Fall/Winter deadline and should contact them ASAP. **Darryl Williams to take for action.**
 - Grand Slam Club magazine – **Jim Wilson has already requested a media kit and will work with Seth Campbell to negotiate pricing.**
 - POWA – **Darryl Williams will send them the Elk Tag advertisement**
 - Save-the-date Mailing
- Rick Booth cautioned the BOD that we should not include 'Baltimore' in reference to the hotel or our event. He indicated that some people are 'scared away' from the event because they think it is downtown. All advertisements will refer to the hotel location as 'Hunt Valley, MD'.

*****BREAK 9:55 to 10:35 to tour the facility*****

New Business

• Lancaster County Convention Center discussion

- Cheryl Herr presented the BOD with the information she had compiled through meetings and emails with Andee Cornelius. The BOD needs to thoroughly review the information, but the major cost differences between the Hunt Valley Marriott and Lancaster are:
 - \$7,500 rental cost for the Exhibit Hall
 - Parking
 - Most other areas are comparable
 - Did not compare meal costs (varies greatly by meal choice), but expectation is that they are comparable
- Rick Booth stated that we have to be successful in Hunt Alley this year to be able to spring board to a move to Lancaster because with some cost increases and the fact that our room rate will drop (local to many attendees and many outfitters will stay with friends in the area instead of renting a room). Jim Wilson stated that Lancaster has offered a 70% attrition rate in the first year to account for the potential loss.
- Ron Andrews stated that he, and potentially others, would cover the added costs associated with the move. The Lancaster facility provides the room to grow and the event must grow or it will die.
- Rick Booth caution that if we do chose to move to Lancaster that we negotiate an 'escape clause' similar to the one in our contract with Hunt Valley. ECWSF or the Hunt Valley Marriott can cancel the contract for the next year within 30-days of our event without penalty.
- Jim Stager suggested that we 'team' with another group, such as an archery organization, to increase our attendance. He also suggested that we need to develop a long-term plan for growth of the event.
- Jim Wilson agreed that we need to develop a long-term plan. Jim stated that Bob Foulkrod said that many Harrisburg exhibitors were unhappy with that event and that if we offered an attractive alternative, they'd come to our event. Ron Andrews stated that Bob also told him



that he'd help us get more exhibitors.

- The BOD agreed that we need to grow the event, but we need to determine **how** to grow bigger.
 - Don Bickford like Jim Stager's idea of partnering with an archery organization and focus on bringing in more youth. Many kids are involved in the Archery in the School Program and we should also look at the Student Outdoor Experience (<http://www.soelive.com/>) as an option to attract a larger youth base.
 - Cheryl Herr suggested reaching out to local school FFA programs.
 - Scott Steffy suggested that we should reach out to our exhibitors to get their ideas on how to grow the event. Particularly, we should ask our exhibitors who are not planning to attend what improvements we could make to keep them as exhibitors.
 - Tim Page suggested that if each BOD member would commit to recruiting two new exhibitors that would be good start toward having the number of exhibitors required to fill the additional space available in the first year in Lancaster.
 - Bob Kovel made a motion to move our event to the Lancaster County Convention Center in 2013
 - Rick Booth stated that he had not seen any dollar values for required deposits and had some contractual concerns. Until he had more information, he would not vote on the issue.
 - Cheryl Herr asked if Rick would jot down a list of the items we need to know to move forward.
 - The BOD agreed that we need to know:
 - The required deposit
 - If we are signing a 3-year contract **or** three, 1-year contracts
 - If we can get 'escape clause' similar to the one in our contact with Hunt Valley
 - Details on our room credits
 - There was some discussion about having the Future Convention Location Committee get the answers and present them to the BOD at our next meeting. Tim Page asked if we couldn't resolve this today instead of postponing a decision. The BOD agreed that we should attempt to get our questions answered immediately and make a decision about the move.
- **2011/12 Budget**
 - Until the annual audit and chart of accounts work is complete, the Finance Committee cannot complete their work to establish the budget. The BOD felt it was appropriate to establish the following budgets now:
 - Advertising - \$10,000
 - Merchandise - \$5,000
 - Silent Auction - \$2,000
- **Membership Drive and Mailers/Mailings and Postage**
 - Jim Wilson showed the BOD the latest Chapter Tri-fold which includes information on the Chapter, an advertisement for our 2012 show and a membership application.
 - Jim also briefed the BOD on pricing he received for a printing/mailing service that represents a savings over the traditional manner in which we send out mailing.
 - The BOD approved to have the following items (1,500 each) printed and mailed using this service as long as the total price does not exceed \$2,000:



- Chapter Tri-fold (which will also serve as the 'Save-the -Date' mailer)
- Raffle Flyer
- Elk Tag promotion flyer

- **Additional Chapter Office Help**

- Jim Wilson will contact Keisha Kaufman to arrange for her to start helping Cheryl in the office

LUNCH 12:00 to 12:39

- **Payment for Auction Items**

- Jim Wilson discussed an issue the Chapter experienced where one of our BOD members was the high bidder at auction for a hunt, but had to cancel due to a scheduling conflict. The Director was aware this was a potential issue in early July, but the first indication the outfitter had was when HE called the Director on August 1, 2011. The hunt was scheduled to begin September 1, 2011. Since the Chapter received their portion of the donation split, and the Director was to pay the balance directly to the outfitter, the Chapter was unaware that the Director had not paid for the hunt. Nor did he assist the outfitter to re-book the hunt after direct contact by Jim Wilson. Since this situation was not remedied in a timely manner, the outfitter was unable to book a hunter for this hunt and stands to lose the revenue provided by that hunt unless paid immediately.
- It was suggested that the Chapter establish a policy to prevent this from happening in the future.
 - Darryl Williams indicated that our auction book already states the high bidder signs a buyer's contract at the conclusion of the auction and that the item must be paid for on the day of the auction.
 - Ron Andrews stated that he has been allowed to write a check within a few days of the event to pay for his auction items. This practice probably should not have been allowed, but since Ron also includes funds for items he sponsored (pig roast etc.) we have allowed it. His check in 2011 was over \$10,000, of which 75% was sponsorship.
 - Jim Wilson stated that WSF has dollar value limits on which items must be purchased at the event and those that can be paid for after the event. He believed the threshold was set at \$100,000.
 - Rick Booth stated that even for our Phone Bidders, we require 'guarantee of payment' in the form of a credit card number, but that the winner is free to make another form of payment.
 - The BOD agreed that we should amend our auction rules to state something to the effect that all items less than \$5,000 must be paid at the conclusion of the auction. For items above \$5,000, payment or 'guarantee of payment', in the form of a credit card, must be provided at the conclusion of the auction.
- Next the BOD discussed how to handle the situation with the BOD member.
 - All agreed that this situation was unfair to the outfitter, could potentially damage the Chapter's reputation, and was a violation of the Ethics Policy in that the BOD member's auctions violated the following portions of that policy:
 - Directors will not consciously bring discredit to the image of ECWSF by any of their deeds.
 - Directors shall not use the influence of their position to acquire for themselves, or



a company they associate with, or for anyone, any goods, services, favors, etc.

- **Rick Booth, Donation Chairman, took an action to contact the BOD member and inform him that the BOD expects him to make full payment to the outfitter not later than September 30, 2011.**

- **Youth Program at the 2011 Convention**
 - Tim Page has recruited three people to assist him in getting the program running
 - Tim questioned if it was worth the effort to get the program running in Maryland if we were considering a move to Lancaster in 2013. The BOD agreed that it was best to postpone activity on the program until a decision was reached on moving in 2013.

- **At this point member of the hotel staff spoke with us about our earlier questions related to the move.**
 - The required deposit - \$1,000 at contract signing.
 - If we are signing a 3-year contract **or** three, 1-year contracts. **It would be a 3-year contract.**
 - If we can get 'escape clause' similar to the one in our contact with Hunt Valley. **We can get a 30-day escape clause, but must agree that if another exhibitor approaches the Convention Center within that period desiring to book our dates, we must give the convention center our decision with 48 hours.**
 - Details on our room credits. **She provided the details.**
 - Bob Kovel made a motion that we move the 2013 Hunting and Outdoor Expo to the Lancaster County Convention Center. Tim Page seconded the motion. The BOD unanimously approved the motion.

- **Ron Andrews addressed the BOD on some topics:**
 - He told the BOD that Don Bickford's brother works for Discovery Channel and that they were working on a film about Pennsylvania's Elk. Ron suggested that he would like to get photos of the elk and post them on our website to promote the Elk Tag Auction.
 - He asked that we identify any clerical assistance his office staff could provide to reduce the burden on Cheryl.
 - He proposed that we have a booth at our show with a large screen TV showing hunt photos from hunts purchased at our 2010 event. He also suggested that the individual at the booth could provide details about donated hunts if the outfitter was not an exhibitor. He stated that he would pay all costs associated with the booth and would be responsible to ensure that it was properly manned.

- **2012 Donations**
 - Rick Booth provide the BOD with an updated list of 2012 Donations and went over some other possible donations
 - Rick indicated that we are on track for 2012 donations.
 - Darryl Williams indicated that Canyon Sporting Arms would be donating another customer rifle for our 2012 event.
 - Rick Booth indicated that he had been approached by another customer rifle builder in Maryland and suggested that Darryl Williams visit his shop. **Rick to provide Darryl with**



the information.

- **Exhibitors**

- Tim Page, Darryl Williams, and Jim Stager all knew of exhibitors that did not plan to return to our show in 2012.
 - **Tim Page agreed to contact each of these exhibitors to determine why they were not returning.**

- **Sponsorship**

- Ron Andrews indicating that he would start calling potential sponsors
- Rick Booth suggested that we establish a 'Life Member Sponsorship'
- Rick Booth also indicated that he had donated \$1,000 to the chapter and will challenge all Past Presidents to meet or exceed his donation
- Rick also told the BOD that he is working on sponsorship with Under Armor

- **Complimentary Memberships**

- Jim Wilson suggested that we allow BOD members to add potential members to our mailing list for the newsletter and other mailings in an effort to recruit new members. He indicated that it would cost the chapter a couple of mailings and at the end of the year we could invoice them for a new membership. The BOD approved the idea.

- **Merchandise on the Website**

- Our chapter merchandise is now available for purchase on the website by calling the chapter office.
- Cheryl Herr asked about shipping costs and how they were being handled. Jim Stager stated that the shipping cost is \$7 per item and that, although we may have some items that cost more than \$7, most items cost \$5 which should offset those occasional more expensive shipping costs.
- There was discussion about using credit cards or PayPal to make purchases more convenient. Jim Stager suggested that since we will have to pay a percentage for either option, we should wait to see what type of demand we have.

- **Silent Auction**

- Jim Stager asked again that BOD members get items. Reminded them to ask for donations versus buying them.
- Jim also showed the BOD a medallion from Northwest Territorial Mint that he suggested we could have made into key chains to include in registration packets. The BOD approved the purchase of the key chains.
- Rick Booth informed the BOD that Chuck Lamar has resigned from the Phillies and that we would no longer get the items we have enjoyed the last two years.
- **Bob Kovel indicated that he has a contact with the Baltimore Ravens that he will pursue.**
- **Jim Wilson indicated that he has a contact with the New Jersey Devils that he will pursue.**

- **PA Elk Tag Promotion**

- Darryl Williams to investigate advertising in Bugle.



- **Speakers/Seminars**

- Darryl Williams stated that he has attempted to contact Craig Boddington. He has asked Gray Thornton to assist.
- Jim Stager stated that Larry Altimus is still considering a seminar
- Other suggestions included:
 - Jack Atchison – Jim Wilson to contact
 - Corey Knowlton - Rick Booth asked B. Joe Coy to contact Corey. **Darryl Williams will send Corey an email referencing B. Joe.**

- **Bass Pro Shops Fall Hunting Classic**

- Darryl Williams and Jim Wilson manned a booth. Not much interest, but did have some people who know about us and intended to attend our event.
- Darryl told the BOD that Bass Pro suggested we man a booth to sell raffle tickets a couple of weeks in advance of our event.

- **Future BOD Meetings**

- Conference call on October 11, 2011
- BOD meeting on December 10, 2011

*****MEETING ADJOURNED at 2:40 pm*****