



Draft Board of Directors Meeting Minutes May 21, 2022

1. Attendance: President Candy McCullough, Vice-President and Past President Bob Skaggs, Secretary & Oregon State Director Dave Burnett, Treasurer Ken Schmalbeck, Missouri State Director Scott Barthlemass, Individual Director at Large Orlanda Smith, Washington State Director Gerry Gustafson, Executive Director Monte Olsen, Administrative Assistant Jeanne Ernst

Excused: Montana State Director Bruce Suenram, and Director at Large & ED Monte Olsen Unknown absence: Illinois State Director Tom Harnsberger
2. Meeting called to Order 0900 Pacific time
3. Recognition of Administration Staff and Guests Present

 Jeanne Ernst, Administrative Assistant &

 Billy Sladek with SCS Events Sladek Conference Services
4. Approval of Minutes from Previous Meetings
 - March 19, 2022 Motion to approve by Scott, seconded by Dave and unanimously approved
5. Remarks and Reports - Candy McCullough, President
 - Glitches in our Conference plans. Mark reported Clark County FD Training Center is being remodeled and the room we use for our presentations is not available to us this year. The room is being converted to offices for the FD.
 - With the loss of the CCFD TC we will have to find another venue – possibly a conference room in the Orlean's Hotel & Casino. Costs will increase for conference room, food and possibly vendor space.
 - We are way behind on getting details of our conference out to our potential attendees and members.
 - We will have a guest today who is with a Conference production company that was referred to us by Cliff Avery with SAFE-D. Billy Sladek with Sladek Conference Services will come speak with us about a possible partnership in producing our upcoming educational conference. SCS runs the Texas EMS conference, which Cliff said is a very successful and well organized conference.
 - May provide additional support in bringing in sponsorships and membership expansion. Having SCS take over NAEFO Sponsorships in the future could alleviate the optics of possible conflicts of interest.
 - To have success at our conference we must get out the information to potential attendees, sponsors and exhibitors NOW.
 - Costs for SDC services is yet to be determined and we will discuss terms with Billy soon.
 - Another concern I have is our lack of ability to get our Streamline website updated in a timely manner. Monte is our main go to guy for this, but we have to recruit others to assist with updates and posting of information. We have yet to post speaker bios or subject matter of our conference speakers.

- We have lost at least two Boards of commissioners in Washington State memberships because the website does not allow for them to join as a Board. There are only options for State Associations, Individuals and Former Officials.
- We need Streamline and social media activists!!! Ken and our new Communications Chair Scott have offered to help. Jeanne will try to set up some training for people to learn how to navigate Streamline. Monte is our SME and hopefully will be able to carve out some time to do some training with the others. Jeanne will contact Streamline to get administrative access for others.
- Critical we learn how to use Streamline interface effectively and spread the work among several of us.
- Candy will send speaker information for Bill Webb and George Dunkel on to Jeanne for posting on the Conference section of the website ASAP. Jeanne will ask Monte for information on the two speakers he has secured for posting and for clarification on Cole Karr and his intention for our conference...
- In the March meeting we agreed we would send out notifications of our upcoming BoD meetings with a link to the Agenda. The Agenda was not posted and no notification sent out. No one specifically assigned as of yet and so it fell through the cracks. Monte said there is an option to opt out of receiving these email notifications at the bottom of the Streamline email.
- It's time for the full court press to get advertising out and generate buzz about our upcoming conference. We need to sell it especially if we end up having to rent a conference room and buy food from the Orleans's.
- Strategic Planning Meeting in June – Decided on June 18, 2022
- Proposed "reimbursement policy" not yet presented to BoD
- Monte excused –
Jeanne Ernst – Remarks
- Discussed financial status: Current Bank Balance: \$4,602.
Have not yet received WFCFA Sponsorship
Anticipated revenue from Conference, Membership and Sponsorships will essentially double our current bank balance

Some discussion and questions related to the Orleans, conference

room, food costs to be answered when Billy Sladek presents.

Budget YTD not pretty. Motion to accept the report by Candy,

Second by Ken – unanimously approved.

6. Remarks and Reports

Missouri-Scott

- Preparing for MFPD conference in June. Good speaker list, growing attendance and vendors – looking strong.
- Legislative session has ended. Critical illness pool for FD mirrors Colorado's. Will provide for additional benefits to firefighters with job related cancer with at least five years on Department with added coverage until age 70.

Montana-Bruce – excused no report

Texas – Cliff resigned replacement yet to be determined. Cliff will advise when he has appointed his replacement after he gets them up to speed on taking over his SAFE-D duties before his retirement in September. Will keep Cliff in the loop on NAEFO meetings, etc.

Oregon-Dave

- Legislative session ended
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HB4140 Ethics commission expansion of duties to investigate and levy penalties for violations for public meeting violations failed but will be back on the floor in 2023. OFDDA & SDAO adamantly opposed

- SB1582 Allows Boards for Rural Fire Protection Districts to annex land within seven miles of their District. Failed, will be back in 2023 session.
- HB 4113 expands coverage for presumptive cancers has been signed by the Governor and is effective immediately.
- OFDDA Conference November 3, 4, 5 & 6th, 2022 in Hood River

Washington-Gerry nothing to report

WFCA Conference is third weekend in October and in Spokane

Bob reported on the expansion of a fire department

Member at large-Orlanda – MACP preparing for conference and Scott covered other Missouri information

7. Standing Committee Reports:

Bylaws-Ken - No proposed bylaw concerns

Two Policy Amendment Proposals for Policy 1 & 2.

- Policy #1 proposed change 1.14 Review of Policies change to “one or more policies to be reviewed” This way we will review all current policies over 15 months.

Motion to accept policy revision by Ken, second Dave, unanimously passed

- Policy #2 Amending and appealing bylaws, proposed change 2.10 Subsection a. change from 90 days to 14 days. This will align policy with remaining paragraphs in the policy. Motion: Ken, second Dave. Unanimously approved

Communications committee – Scott nothing to report

Education/Conference committee: Already discussed, more conversation after Billy with SCS presents.

We have four speakers; Bill Webb, George Dunkel and two that Monte has information on. Also, Monte mentioned Cole Karr will be coming to our conference. Not sure in what capacity?

SCS may take over conference advertising, registration and possibly provide technical support depending on the venue we secure.

Legislative Committee: Dave – no report today

Membership Committee: Monte – no report today

Monte attended the Arizona conference and he and Bruce both attended the Idaho conference. No word on the Arizona conference. Monte did put out an encouraging email related to the Idaho State Association

Sponsorship – Candy No new sponsors

8. Unfinished Business

Lapel pins – Orlanda reported he and Ken have purchased and donated 500 NAEFO pens. He ordered 100 gold embossed lapel pins with logo on them for just over \$200. He will submit his invoice to Jeanne for reimbursement.

9. New Business

Strategic Planning meeting date set for June 18, 2022 – All in attendance available – will email Bruce and Monte to advise.

Jeanne to check on availability of our current Strategic Plan. It should be on the website. If not, it will be located and shared so all can review and be ready to engage at the Strategic planning session.

10. Announcements:

Need as much exposure/presence as possible. Get out there and share your interest and excitement about our mission and our upcoming conference.

When you receive an email, please reply in a few days if possible

Next Board Meeting as well as our Annual Membership Meeting Tuesday September 20,2022 time & location yet to be determined

RECESS 10 minutes Billy Sladek with SCS presentation to follow:

Welcome Billy Sladek with Sladek Conference Services.

Billy presented a briefing on SCS and the services, terms and conditions they are willing to provide to NAEFO to get our upcoming educational conference on a fast track to success.

Billy thanked the Board for the opportunity to talk with us. SDC has been in business since 2000. Began with Texas EMS Conference and it has become the second largest EMS conference in the Nation. They are a small company with five full time employees, mostly family. Their services are very affordable and because it is a small operation, they have good quality control and are readily available to their clients.

Texas EMS Conference currently has attendance between 3,400 – 3,500 with about 200 exhibitors.

An Educational Conference they started in 2015 started with about 75 attendees and increased attendance in 2022 to about 180.

Medical Directors Conference began in 2019 with 36 attendees and this past year attendance was up to 188 participants.

SCS prefers to produce a conference from start to finish to include site selection, program development, post event evaluations and provides at least two on site employees to run on-site registration, etc. Of course, developing the actual content will be a team effort.

SCS can build a complete start to finish package or parts of it in collaboration with our organization. We can work with you on calls for presenters, program and/or take care of the logistics.

Billy understands we want to improve and grow our conference. Thinks SCS can do that with our help. He needs to know about our organization to help us grow. Who are our clientele? Sponsors? He will need to build an email database to include ours and expand on it with others who may be interested in our program.

SCS will need our support to put on a successful conference. Their bottom line is they will do it right, or they won't do it. They rely on referrals and don't advertise and they are focused on maintaining their reputation as a quality, all-hands on company.

What they will need from NAEFO in short order to get the word out include:

Our contact emails

Clear expectations for conference – “quality and to grow event”

SCS can do marketing and expand contacts but need to get started now

NAEFO to provide program content – speakers bios, subject matter and blurbs relative to presentations and SCS will do the rest. To include negotiate with the Hotel for food, conference room, exhibitor space, etc.

SCS will do their best to control costs and make it profitable for both NAEFO and SCS.

This will be a joint venture. Billy proposed we work together this year and if mutually beneficial, go from there. Next year start earlier and SCS can do more marketing, possibly round up some exhibitors and sponsorships as well as increase attendance.

Would need to set up links from our website. Integrate to theirs for Registration, marketing for exhibitors and attendees on their stable and reliable conference website. They would provide two employees on site to facilitate on-site signage, provide badges and manage registration and manage the Hotel agreements.

Candy mentioned we were recently informed by Clark County FD Training Division we will not have access to the conference room we have used in the past. The TC is being remodeled and the space is now office space.

Billy said if we authorize SDC to negotiate on our behalf he could probably modify the current contract with the Orleans, revised to include food and a conference room.

SCS will need from us information on contacts for attendees, sponsors, possible exhibitors, Hotel contract and account manager. Speaker bios and information and schedules for speakers. With this information they may be able to increase attendance, participation, sponsorships, exhibitors through advertising through a larger network.

? Can SCS provide tech support in the conference room for our presenters? Yes. They prefer to use their own equipment, but it is dependent on the Hotel AV policy – he can include this question in his discussion with the Orleans Hotel.

Discussion on terms of service...

Billy proposed a flat fee of \$5,000 +20% of total revenue on a sliding scale.

If more than 50 attendees \$3,00 - \$3,500 +20%

This would include setting up the conference website which would be linked from our Streamline website. Setting up on-line registration as well as an adjunct site for exhibitor registration. Marketing the conference through Constant Contact with guidance on who we want to promote the conference to and who may be interested in our program.

SCS could add an option to collect membership dues when they sign up for the conference.

If Billy gets information he needs from us soon, a program could be put in place in 2 – 2/12 weeks, the sooner the better.

His hesitation is the late start, but believes it's possible to be successful if we act now to get this show on the road.

Candy suggested the flat fee is too steep for NAEFO at this time and proposed a counter offer that would not have a flat fee, but instead work on a partnership agreement to split profits 50/50.

Billy agreed to the counter proposal presented by Candy.

Billy said he is willing to put some resources into exploratory work without an expectation of anything in return, if NAEFO gives SCS the authority to contact the Orleans Hotel contract manager, on behalf of NAEFO.

Candy suggested we start with the option of a conference room for 50 that may be expandable if needed. Current need is for one conference room for eight hours each day. In past we have provided lunches and a continental breakfast both days. We could revise that plan if necessary. However, we may check on cost for Hotel to provide some or all of the above. Coffee and tea will be needed both mornings. The rest is optional.

What are the Orleans' requirements and costs? Tech support? Can SCS use their AV equipment and provide a tech support person?

If SCS solicits vendors, sponsors, that would be great news.

Tentative agreement "let's see if a possibility for us" – see if over the next week Orleans' costs are feasible. If so, Billy agrees to a 50/50 split of profit for this year's event.

NAEFO needs to break even hopefully this agreement will allow for a profit for SCS. Billy's team will do some legwork and hopefully the 50/50 split gives us both a chance and results in a profitable future partnership between NAEFO and SCS.

Billy said; let's grow it! "The key is to offer a fantastic educational opportunity and they will come!"

Scott made a motion we move forward, take action and authorize Billy to contact the Orleans' on our behalf. Second by Dave.

Start with tentative agreement 50/50 split, open to negotiate further as things develop and change may be mutually beneficial.

Unanimously approved.

Bob suggested Mark be contacted about us using SCS and get our Orleans contract account manager contact information for Billy.

Orlanda asked if minutes would be forwarded to Monte to keep him in the loop. Yes. I will forward the minutes to Monte and Bruce who both missed the meeting.

Jeanne will connect Billy to the Orleans' contract contact and get him access to Streamline?

Billy will need to figure out the transition for Streamline to his Conference services website.

Ken made a motion to put the authority on the four executive officers to make decisions (with Billy) and report back to the members of the BoD.

Second by Bob.

Friendly amendment by Candy to add Jeanne to the list – amendment accepted. Motion with amendment unanimously approved.

Billy agreed to a 50/50 split. We authorize Billy to contact the Orleans on our behalf to check on costs for a conference room, potential vendor space, coffee and food options for attendees.

Need to get information from Monte on speakers he has lined up to Billy and posted on Streamline and on social media asap.

Candy to send Bill Webb and George Dunkel's information to include bio and subject of their presentations to Billy.

Billy will contact us Wednesday or Thursday.

Billy said he appreciates our confidence in SCS and he will do his best to make it a great conference. He appreciates and looks forward to working with all of us.

Motion to adjourn by Candy, second by Ken.

Invited Billy and others to stay later for unofficial conversation.

Motion to adjourn unanimously approved.