

Association of Florida Colleges
Communications and Marketing Commission

Business Meeting Minutes
Thursday, November 14, 2013

Chair, Chris Thomes Presiding

Spring Conference

The Spring Conference will be held with the joint conference in Daytona, May 21-22.

Budget

Our financial status is very healthy. With the Awards of Excellence fees, we have surpassed \$17,000. Awards of Excellence are our main source of fundraising.

LeRoy Collins is a separate budget. It's an expensive event to put on, and years ago the commission paid for a consultant to coordinate the entire event. To help contain costs, we stopped using the consultant in 2009, began printing booklets in-house, and employed a few other cost savings measures. We are in the black for the current event and the last event (2011) so we are in a good spot for future Leroy Collins events.

Burst the Balloon - \$1,000 contribution was asked from AFC from each commission. Motion and second, no questions, all approved. Motion unanimously passed to contribute \$1,000 to the AFC Burst the Balloon campaign.

Convention Notes and Duties

Chris invited all to the LeRoy Collins reception this evening in the Bonaire room 2 & 3 at 5 p.m.

Call for volunteers to pass our books at the gala tables at 4 p.m.

Spending Policies

Discussion on whether we should have a policy in the bylaws regarding the spending policy of the Awards of Excellence and the LeRoy Collins Awards or suggest some guidelines and not make them a bylaw. Part of discussion brought up the reasoning behind the elimination of a treasurers position in the board. AFC does most of the financial accounting and provides information on our accounts. The CMC board decided last year to eliminate the position and created the Communications officer position instead. Members in attendance agreed that a change in the bylaws at this time was not warranted and that we should just make some guidelines for those handling the Awards of Excellence and the LeRoy Collins Awards to keep the budget in check.

Officer Nominations and Elections

Vice Chair:

Lois Brauckmuller from CCF was willing to accept the nomination of the position of Vice Chair if Travis Jordan decides not to.

(Chris later confirmed with Travis Jordan of Broward College that he will accept the nomination.)

Communications Officer:

Paula Harris agreed to accept the nomination again.

Chair Elect:

Jim Froh gave his speech about how much fun it was to work with everyone, putting on the spring conference, how easy it was to reach out to all of the different people in the college system to organize the speakers.

Maggy Dartiguenave-Peck from FSCJ agreed to accept the nomination.

Motion to accept the nominations for officers to be the newly elected officers for 2014 was made, seconded, no discussion, motion unanimously passed.

The newly elected board:

Jim Froh, Chair

Maggy Dartiguenave -Peck, Chair-Elect

Travis Jordan, Vice Chair

Paula Harris, Communications Officer

Meeting adjourned, 8:45 a.m.