



NWBA Board of Directors Teleconference Minutes

January 21, 2016

Call to Order: 5:07 p.m. Central

Unanimously approved by NWBA Board of Directors on April 6, 2016.

Present:

Board of Directors: Jay Abraham, Michelle Alban, Sarah Castle (President), Bruce Fischbach (Vice President), Tim Howell (Treasurer), Curtis Lease, Lee Montgomery, Jim Scherr (Ex-Officio/Executive Director) and Scott Voskovitch (Secretary)

Staff: Anthony Bartkowski (Director, Marketing, Communications, Events)

Absent: Pat McCoy and Jon Pritchett

Discussion Topics:

1. Sarah Castle opened the meeting at 5:07 p.m. and called the roll, establishing a quorum of 8.
2. Organizational Update – Jim Scherr, Executive Director
 - a. Provided an overview of organization with a brief review of strengths, weaknesses, opportunities and threats.
 - b. Discussed financial history where income was not enough to support operations. The last year of revenue over expenses was realized in 2011. From August 2012-2015 the organization operated with losses of a negative \$542,000.
3. Lake Point Agreement – Scherr provided an overview of the Lake Point agreement, and stated it could be beneficial for the NWBA but not as much as previously noted.
 - a. Jay Abraham commented that the Lake Point deal would be another \$20,000 loss compared to Louisville, which is not good.
 - b. Scott Voskovitch asked a series of questions to re-evaluate total deal with headquarters in Colorado Springs, compared to Atlanta.
4. Communications Plan – Scherr explained the need to increase communications at all levels and steps were in place to conduct divisional leader conference calls.
5. ECAC Proposal – Scherr provided overview of the proposal and that the NWBA responded in December, and the organization is awaiting a response.
6. Branding and Sponsorship – Scherr reviewed the five steps necessary to sell sport sponsorships.
7. Key Organizational Priorities – Scherr reviewed the six priorities for the NWBA that will be the focus for 2016.
 - a. Build revenue streams
 - b. Build events
 - c. Continue high performance programming as planned
 - d. Organizational development



- e. Communications
- f. Organizational relationships
- 8. 2016 Budget Presentation – Scherr reviewed the budget and the guiding principles in the development of the budget.
 - a. Scherr presented a budget that has revenues over expenses, and stated at the April meeting, management will review financials on the first quarter of 2016.
 - b. Limited discussion from board members.
 - c. Michelle Alban made a motion to approve the budget as presented. Scott Voskovitch seconded.
 - d. Roll call vote taken. Unanimous approval, except for those not on call: Jay Abraham (dropped), Pat McCoy, and Jon Pritchett.
- 9. Castle excused Anthony from the call.
- 10. Castle reviewed her impressions of Jim Scherr under tough conditions. She proposed that the NWBA remove the interim title and make Scherr the Executive Director.
 - a. Scherr commented he would be pleased to continue, and expressed that he should drop off the call to let board members discuss further amongst themselves.
 - b. Tim Howell makes motion to drop “interim” from Scherr’s title. Seconded by Curtis Lease.
 - c. Motion passes unanimously, minus those not on call (Abraham, McCoy and Pritchett).
- 11. Meeting adjourned at 7:00 p.m. Central

Respectfully Submitted

Scott Voskovitch, Secretary