

# Western Carwash Association

## Board of Directors Meeting

February 25<sup>th</sup>, 2009

### Minutes

The Citizen Hotel – Quorum Room, Sacramento, CA

*(The minutes are a complete recording of the day and may not have necessarily been discussed in the order as recorded below.)*

#### Present

**Executive:** Jerry Nix, President  
Bill Carbonel, Vice President  
Randy Cressal, Past President

Coy Lindblom, Secretary/Treasurer  
Holly Macriss, Executive Director

**Directors:** Bud Abraham  
Chris Buscaglia  
Doug Christ  
Rick Diehl  
Scott Gray

Brad Hooper  
Herschel Kilgore  
Kirk Kuzmanic  
Sander Romick

**Staff:** Christina Shupe, Admin/Membership Coordinator  
Carolyn Tienken, CMP, Convention/Meetings Coordinator

**Guests:** Sharon Deg Moutray, WCIA  
Susan Dionne, WCIA  
Sam Furno, WCIA  
Len Harrington, WCIA

#### Absent

**Directors:** Darrin Baum  
Francis Tenggardjaja

#### **Approval of the November Meeting Minutes**

**MSC:** Approved

#### **President's Report**

A. Meetings/Conferences

Jerry reported on the Leadership seminar at ARC on February 4<sup>th</sup>-5<sup>th</sup> and its emphasis on building trust with staff through communication and respect. On Feb. 14<sup>th</sup>-16<sup>th</sup> he and Holly attended the SWCWA convention. On February 17<sup>th</sup>-19<sup>th</sup> they attended the WPMA convention in Las Vegas. Attendance at all conventions appears to be down 25-30%.

- B. Randy Cressall asked Jerry to identify WCA's weaknesses. Jerry pointed to prior issues with communication, the lack of investment in data and technology, and the lack of exchange of ideas between staff and the Board. He said that the move to ARC was addressing these issues by providing more active staff, launching the new WCA website, and efforts on both sides to improve communication. He was also greatly encouraged by the alliance building WCA is achieving with other associations. Director's Baum and Tenggardjaja were given an excused absence to the Board meeting.

## Executive Director's Report

- A. Holly submitted a written report on staff activities since the last meeting.
- B. A meeting with the Labor Commissioner is set for March 17<sup>th</sup>.
- C. Staff has been adding content to the new website and the Membership Database is in the final stages of bug-fixing prior to launch.
- D. Advertising rates have been researched and developed. Staff suggests using an ad seller to generate revenue. A member contest may be used to rename the WCA Report publication.
- E. Regarding a new logo – Holly recommended the board update the Mission and Strategic Plan first, so the new logo reflects the focus of the WCA.

## Committee Reports:

### Finance Committee

- A. Holly submitted the 2008 Financial Year End statement.  
**Motion:** Approve the 2008 statements as reported. **Approved**
- B. Holly submitted the 2009 January Financials. It was suggested that the Finance Committee reevaluate WCA's investment plan and report back to the Board.
- C. Board decided to order a review of WCA financials, not a full audit.

### Closed Session discussion regarding 2009 WCA Budget

- D. Holly and Coy presented the 2009 Operating Budget for the Board's review and approval. The only portion of the budget that was sent back to a committee was the Annual Convention expenses. The Board asked the Planning Seminar Committee to reduce costs by \$27,000.  
**Motion:** Planning Seminar Committee should attempt to reduce the Annual Convention expenses to \$317,000. **Approved**  
**Motion:** Approve the working January 2009 budget with amendments and review it at mid-year. **Approved**

## Insurance Committee

### Closed Session

- A. Holly Macriss and Kirk Kuzmanic are now Vice Presidents of the WCIA Board of Directors. Jerry Nix is the President of the WCIA Board of Directors.
- B. Kirk provided an overview of the history of the WCA Service Corporation, an agreement between the WCA and Len Harrington.
- C. The WCA currently collects approximately 1.6% in commissions from the WCIA. Industry average is 2.5%.
- D. The committee recommends WCA share the expense of an Attorney review of the agreement documents between WCA and WCIA. Management agreement is up for renewal November 17, 2009.

### Open Session – WCIA Present

- E. Sam Furno submitted a written report outlining the WCIA Marketing Plan.
- F. Len reported that while Wells Fargo is still requiring 15% growth, new business is flat and that he expects new premiums to drop from \$2 million to \$1 or \$1.25 million this year. He advised WCA to expect a 10% increase in commission, but cannot commit to a firm number.

### **Program / Seminar Committee**

- A. Committee Chair absent – Written report submitted by Francis and Carolyn
- B. Carolyn provided copies of the draft Exhibitor Prospectus and tentative Schedule of Events.
- C. Sponsorships are being offered to exhibitors for the first time this year.
- D. The Disney Institute program was selected as the educational content for the 2009 and 2010 Annual Conventions.
- E. Several different strategies are being pursued to lower attendee costs and provide vendors with added benefits.

### **Web Task Force Committee**

- A. No Report

### **Environmental Committee**

- A. No Report.

### **Legislative Committee**

- A. WCA has signed a contract with State Net for legislative monitoring in our member states.
- B. Bill would like to formulate a response to the growing labor concerns prior to meeting with Angela Bradstreet on March 17<sup>th</sup>.
- C. Holly will follow up with Gary Bethel as to whether or not WCA should meet with CLEAN. Any additional fees charged by Gary for the consultation will come from the Advocacy budget.
- D. Randy and Holly will develop an Ethics pledge or statement clarifying the WCA position on unethical operators and their negative impact on the industry.

### **Conveyor Committee**

- A. No Report.

### **Self-Serve Committee**

- A. Education sessions are being discussed, but are not set.

### **Awards Committee**

- A. In the past, nominations have been “last-minute”. The committee requests that Board members submit their recommendations early this year.

### **Membership Growth Committee**

- A. Christina submitted a written Membership Report.
- B. Current paid Membership is approx. 850, up from 786 last year.
- C. Renewals for January and February are above normal.
- D. Staff has negotiated a deal with InnerWorkings to provide a low-cost printing option to members through a custom storefront on the WCA website. Members are guaranteed a 10% or greater cost savings on all their printing needs. There is no cost to the WCA for the site or maintenance.
- E. Efforts to improve the value of WCA membership and improve membership numbers are continuing.
- F. Brad Hooper agreed to be the editor for The Report. During the 2009 Budget discussion, Holly presented to the Board the use of a professional advertisement sales representative as well as a professional editor who will help pull content together for the twice a year publication. The Board agreed to these services. Brad and Holly will work on the next issue slated for June/July.

### Scholarship Committee

- A. Due to funding limitations, the scholarship program has been suspended until 2010. The Board agrees this is a quality program and will consider 2010 fundraising options to support funding of scholarships.

### Old Business

- A. Holly submitted a Form I-990 for Board approval. This form will bring the WCA into compliance with federal law.

**Motion:** Approve the Form I-990 as submitted and have the WCA Treasurer sign it. **Approved**

### New Business

- A. The bank requires a Motion from the board to approve credit cards for Jerry and Holly. The required motion was submitted to the board. It was recommended that an additional American Express credit card with a good rebate program and no pre-set spending limit be secured for Holly for WCA business. Accounting is trying to have the American Express card issued to Sam Olivito transferred to Holly Macriss so the points accumulated will be preserved for WCA use.

**Motion:** Approve credit cards for Holly Macriss, WCA Executive Director, and Jerry Nix, WCA President, for official WCA business only. Credit limit for Ms. Macriss is \$20,000 and for Mr. Nix is \$5,000. **Approved**

- B. Christina presented a PowerPoint proposal to pursue creating a WCA Lending project to offer members low-cost micro-loans for water conservation improvement projects. Funding would come from the California Water State Resources Fund from their portion of the Stimulus package. Interest charged to WCA would be between 0% and 3.5% with a 20-year repayment schedule. She is seeking approval to add the project to the CWSRF Project Priority List and apply for a loan of at least \$5 million dollars. Final loan approval would have to come back to the Board and may require a General Membership meeting.

**Motion:** Authorize staff to pursue WCA Lending project as described. **Approved**

**Meeting adjourned for evening at 4:11pm.**