

## MIAAA EXECUTIVE PLANNING MEETING

Tan-Tar-A Drawing Room Terrace (Above Arcade/Black Bear Restaurant)

September 17-18, 2017

1. Call to order: 1:00pm, September 17 – Introductions
  - a. Call to order @ 1:00 PM by Josh Scott
  - b. Andy McGill and Cathy Shoup could not attend
2. Approval of Minutes from the 2017 Spring Meeting – Bill Deckelman
  - a. Josh Scott made a motion to approve the 2017 Spring Meeting Minutes - 2nd by Marty O'Hern (motion passed - all in favor)
3. Approval of Treasurer's Report – Keith Chapman
  - a. National Dues gave a boost to the balance in our account. Current balance is \$48,612.12
    - i. Mike Roth made a motion to accept the Treasurer's Report - 2nd by Todd Schrader (motion passed - all in favor)
  - b. Bonding of Treasurer - Marty O'Hern made a motion to proceed - 2nd by Mike McGurk (motion passed - all in favor)
  - c. Appoint Audit Committee
  - d. Researching a MIAAA Credit Card to use for expenses.
4. Conference Coordinator's Report –Jeff Whitney
  - a. Dates: April 7-10, 2018
  - b. Room Reservations - Jeff will distribute cards to secure your room request for the Spring Conf. (Later it was determined this will be emailed out)
  - c. Conference Evaluations Report – Josh Scott (topic was moved to later in the meeting)
5. Membership Report– Marty O'Hern
  - a. As of Friday 46 people had signed up for the Spring Conf. (2 AD's had signed up as members only versus the Dual Registration option)
    - i. Josh Scott asked if membership data could be pulled twice a month.
    - ii. If we can get MS AD's or other Admin. (AD's who do both) to join we could obtain over 100% membership. Communicate to the Districts that you get 2 million dollars of liability coverage and also includes a life insurance policy (5,000 - MIAAA and 2,500 - NIAAA). Includes retired AD's. This starts over every Aug. 1st.
    - iii. If an AD has passed away be sure to let Marty O'Hern know about it.
6. Executive Director Report – Marty O'Hern
  - a. Corporate sponsorship discussion - Marty discussed the vendors that currently sponsor on a silver and gold level.
    - i. Trying to reach Krossover, Hudl and Platinum Royalty as potential sponsors. Lost VNN last year and trying to get them back for 2018.
    - ii. The following are contacting these vendors:
      1. Josh Scott - Lawrence Smith (social), BSN,
      2. Jeff Whitney - Astroturf, Lifetouch
      3. Marty O'Hern - Ameritime, Horace Mann, VNN, Clell Wade
      4. All - Hudl, Krossover, Privit
      5. Marlin Hammond - Stan Kee
      6. Jeff Taggart - Winning Streak

- b. Marty attended a meeting in Milwaukee - gathered information on how other states are collecting dues through the State Assoc.
  - c. 40th Year of the NIAAA - Received Awards (Banners) for membership from NIAAA (406 / 408 members - 256 year prior - 1st year offering Dual Membership option for Conf. Registration)
7. Awards Coordinator Report – Margo Hurst - electronic forms have been created to submit forms (Google Doc.) can be linked to the website
- a. District Awards Representative - share with Margo the name of the Awards District Rep. via email - need to get the winners to turn things in a timely manner
  - b. District AD of the Year – Qualifications
  - c. MIAAA AD of the year – February
  - d. Distinguished Service Awards – two from each district
  - e. 20 Year Recognition Awards
  - f. 25 Year Recognition Awards
  - g. 10 Year AD Certificates
  - h. 15 Year AD Certificates
  - i. NIAAA Award of Merit - Keith Chapman (NIAAA Award) and Dory Smith (DSA in Feb) - motion by Darrell Jeffries and 2nd by Mike Roth - passed
  - j. Gerald Linneman Lifetime Achievement Award – Nominations to Mike McGurk before February meeting- Mike will present this info at Monday's meeting - discussion over the list generated from last year - Tim Thompson, Doug Doss, Kent Gibbs, Stan Kee, Mark Linneman, Don Coffman, Alan Spencer, Sam Dunlap (any additions?) - vote at the Feb. meeting
8. Exhibits Coordinator Report – Brandon Clark - will be sending out information to vendors via email in the next few weeks
- a. Fees – 375.00/single 640.00/double
  - b. Other
    - i. If you have any suggestions of new vendors please communicate with Brandon.
    - ii. Try to utilize the vendors that sponsor our conference when you can.
9. Public Relations Coordinator Report – Cathy Shoup
- a. Cathy was not present but Josh discussed the concept of this position also focusing on pushing out our good news to area news organizations to promote the MIAAA. Send any ideas you may have about ways to improve selling what we do to Josh.
  - b. Margo is going to add a line to the Awards files for collecting local media contact information to help be able to distribute the information to various media outlets.
10. Mentoring Report- Dory Smith
- a. Summer Conf. - meetings for the new AD's at Summer AD Workshop went well with having 3 rotations each time slot.
  - b. 54 1st year AD's - concerned that we have other AD's that should be on that list - waiting to hear from Josh at MSHSAA to verify.
  - c. Sending out reminder emails about upcoming due dates, etc.
  - d. Has had AD's reach out with questions about various topics.
  - e. Would volunteer to go and talk to Principal/Supt. Meetings to try to impress upon them how important this organization is as well as the professional development that comes along with it.
  - f. Josh Scott suggested offering MSHSAA to attend her sessions and directed the District Reps. to send along Dory's emails to their area. Spoke to Dory's position and how it is supporting the direction of this organization to develop our AD's.

11. LTC Coordinator Report – Don Rothermich & Thaddeus Hamilton Spring Conference 2016-17 LTC Offerings

- a. Don gave a list of the courses offered at the 2018 MIAAA Spring Conf. (See Conf. Agenda). The courses are available on iwantregistered website.
- b. Summer AD Workshop 2017-18 LTC Offerings
  - i. Going to have them available on iwantregistered website only for the Summer Workshop. Had 29 registered for courses and had 26 show. Will again offer 4 courses next summer.
- c. Fall and Summer LTC Coordinators Workshop – Sept and July in Indy
- d. Updated requirements for CAA and CMAA starting January 2019 (Thaddeus) - need to discuss if we need to add more offerings at the Spring Conf. to still be able to complete the requirements in a year. Need to encourage the utilization of courses offered online and via webinar.
- e. Mike McGurk discussed the NIAAA Portal - need to become familiar with this as lots of good information is available.

12. CAA Exam Report – Mike McGurk

- a. CAA Scholarship – 1/district;
- b. CMAA - you can now give an oral presentation versus a written paper.
- c. Quality Program Award requirements have changed. Information is available online.
- d. Two new course offerings: Working with Students with Disabilities and a Leadership Course.
- e. Had 3 people pass CAA in the Spring: Mark Cabarello, Terry Cochran and Dan Ridgeway

13. NIAAA Liaison Report – Jeff Taggart

- a. Section V Meeting Report - Jeff - June 13 and 14 in Omaha
- b. Missouri provide an exceptional scholarship versus some other states.
- c. Future National Conf. locations updated
- d. Mike McGurk was selected to run for a national board position from Section V (2019) and will also take over the awards position for the NIAAA.
- e. NIAAA 40th Anniversary
- f. Scholarship information has been sent to Cathy Shoup for publication. Must be an NIAAA member to have a student be a winner.
- g. Next year Section V meeting is in Fargo.

14. Retired AD Coordinator Report – Jim Gagen

- a. Membership Dues - Jim asked if there was any need to discuss raising retired AD dues.
- b. Retirees Breakfast
- c. 50/50 Ticket Sales Report
- d. Collection of Banquet/Luncheon Tickets Update
- e. Retired AD Updates – send Retired AD addresses to Jim Gagen

15. Tournament Coordinator Report – Marlin Hammond (over \$4500.00 raised last year between the 3 events)

- a. Golf Tournament (will be at The Oaks the next 3 years)
- b. Fishing Tournament
- c. Poker Tournament (will have to change sites in the Spring)
- d. 25 participants at the summer golf tournament (raised a little over \$600) after the MIAAA Mtg. Would like to increase the number of golfers.

16. Josh Scott - thank you to the retired AD's for the help and time that they put into the events that are offered at the conferences to raise money for the scholarships.



17. MSHSAA Update – Kerwin Urhahn, Kevin Garner and Lou Mazzocco
18. MSHSAA Liaison Report – Todd Schrader - no report to give at this time
19. NIAAA National Conference Discussion
  - a. Phoenix Convention Center, Phoenix AZ – December 8-12, 2017
  - b. Approval of Expenses for Attendees
    - i. President, Past-President, President Elect, Exec. Director, Exhibits Coord., Awards Coord, NIAAA Liaison, Conference Coordinator, Treasurer, Secretary, Up to 5 delegates) - Brian Banker, Steve Robertson, Don Rothermich and Thaddeus Hamilton
    - ii. Encouraged to share rooms.
  - c. State Door Prize – 250.00 (Last year did \$100 Gift Cert. – Jack Stack BBQ and \$150 cash - will do the same this year)
  - d. Hospitality Room Expenditures – 600.00 – Other Section V State?? Suite Availability?
    - i. The room will be at the Sheraton (Open Saturday, Sunday and Monday) - allowed to bring your own beverages (update given by Marty O’Hern)
    - ii. Looking for a sponsor to provide food at a reception for award winners from Section V. If you have an idea of someone get in touch with Mary O’Hern - \$500. This also makes them a Bronze sponsor for the MIAAA.
    - iii. Marty O’Hern is asking for \$600.00 plus additional expenses for the recognition reception. Josh Scott made the motion and Mike Roth was the 2nd - motion passed
  - e. NIAAA silent auction items – 2019 National Harbor, MD - if you have anyone that may be a NFL player etc. that would donate an item.
20. Future Meeting Dates
  - a. MIAAA – February 7, 2018, 7:00pm, MSHSAA Office
  - b. AD Advisory Board – February 8, 2018, 8:00am, MSHSAA Office
  - c. Final Conference Planning Meeting (Executive Board) – March 4, 2018, 4:00pm, Tan-Tar-A
  - d. President’s Reception – April 6, 2018, 7:00pm, Tan-Tar-A
  - e. MIAAA Spring Meeting – April 7, 2018, 9:00am, Tan-Tar-A
  - f. MIAAA Spring Conference – April 8 - 10, 2018, All Day, Tan-Tar-A (April 7 - 9 / 2019)
  - g. Summer AD Workshop – TBD, MSHSAA Office (Recommend to go Aug. 1st and 2nd to capture AD’s returning to contract time versus coming when they have not returned to work yet.) Kevin Garner does not see this as being a problem with MSHSAA.
    - i. Add additional time to the breakout sessions.
  - h. MIAAA Fall Planning Meeting – September 16-17, 2018, Tan-Tar-A? Continue 2 weeks after Labor Day?
21. Old Business
  - a. Website discussion- Josh Scott
    - i. Send Josh any good ideas you are doing at your school for the website.
22. Marty O’Hern - reminder to the District Reps to grab some materials to distribute at your area meetings (Good Sportsmanship, etc)
23. New Business
  - a. Josh Scott - discussion on obtaining an MIAAA Credit Card (Executive Director and Treasurer) - streamline paperwork - Keith will research getting a corporate card.
  - b. District Reps Election For 2018: STL, SC, SW, NE
  - c. Other New Business
    - i. Strategic Plan Review and Process Moving Forward - report on the history, timeline and process of implementation - Josh Scott - send any suggestions or ideas for the Strategic Plan (3 committees) by Friday, Sept. 22
    - ii. AD’s getting involved on national committees

- i. CMAA's- less than 7 active AD's in MO- How do we increase this? District Reps should discuss and encourage AD's to seek certification.
- ii. Board Insurance – Marty – Status? General Liability Insurance for the Board and Event Insurance (Golf Tournament, etc.) - Keith will gather a quote and an email will be sent with information to seek approval from the Board of Directors.
- iii. Summer Workshop Evaluations - MSHSAA

Monday, September 18 @ 8:30 AM

Josh Scott opened the meeting with a brief review of comments from the Conf. Evaluations from last year.

#### 24. Spring Conference Agenda Discussion - Dates April 7-10, 2018

- a. Theme- (Taking Back or Rethinking High School Athletics? Reaffirm, Transform) - brainstorming for a conf. theme Registration Fees
- b. Conference Gift (Hoodie, L/S Polo, ¼ Zip)
- c. Presidential Reception – April 6, 2018, 7:00pm
- d. LTC Offerings – Rothermich and Hamilton
- e. Saturday Social – Whitney/Hamilton
- f. Retired AD Breakfast – Gagen
- g. District Leadership Luncheon – Todd Schrader – 2 reps/ district
- h. Banquet
  - I. Menu
  - II. Set-up
  - III. National Anthem (choir) –Osage? – Whitney?
- i. Keynote Speaker – Scott – Positive Coaching- options
- j. Spouses Breakfast – Scott/ McGurk – (needs help – wife will most likely not attend)
- k. Golf Tournament – Hammond
- l. Fishing Tournament – Hammond
- m. Poker Tournament – Hammond
- n. Tuesday Luncheon Menu – Whitney
- o. Online Evaluation – Scott
- p. Programs: Printing and Proof Reading –Deckelman and Hurst with Jason West
- q. Conference Correspondence – Deckelman and O'Hern – website, newsletter, MSHSAA blast
- r. First Time Attendees – Sunday, 11:00pm – McGurk
- s. MSHSAA Ballot Issues – Sunday, 3:00pm – MSHSAA Staff
- t. Other Items
- u. Future Conference Dates:
  - I. Friday – Tuesday on all dates:
    - i. April 6 – 10, 2018 (Easter April 1)
    - ii. April 5 – 9, 2019 (Easter April 21)
    - iii. April 3 – 7, 2020 (Easter April 12)
- v. Conference Schedule (see handout)

#### 23. MSHSAA District Reps Meeting

Approx. 8:00 am on Monday, Sept. 18, 2017 (breakfast)

- a. MSHSAA Hosts: Kevin Garner and Lou Mazzocco

Sunday - Dinner @ 6:30 PM (Hospitality Suite in 505)

Meeting adjourned at 9:37 AM.