



**CAIR Board of Directors Meeting Minutes  
Friday, January 16, 2015  
Claremont Graduate University, Claremont, CA**

Present: Jeanette Baez (President), Kristina Powers (Vice President), Ryan Cherland (Treasurer), Muriel Lopez-Wagner (Secretary), Bryce Mason (Past President), Bob Daly (Director), Waddell Herron (Director), Juan Ramirez (Director), Cathy Hasson (Director; on phone at 1:30pm)

The meeting was called to order at 10:00 a.m.

1. The Board reviewed and approved minutes from December 4, 2014.
2. Finances (Cherland)
  - a. CAIR 2014 Revenues and Expenses Report: A very small gap between the bank statement and Quickbooks will be examined. Copies of bank statements will be placed in Google Drive. A bank balance of over \$29,000 seems too big of a leftover and should be spent down. For the next year, CAIR will request an earlier payout from EventBrite, say, a month before the conference so that we can spend some of that money. A budget for the next CAIR conference will be discussed in May.
  - b. Travel Reimbursement: Gasoline reimbursement has increased from .56 cents to .575 cents. Board approved a change to the travel reimbursement to .575.
3. CAIR 2014
  - a. Evaluation Results (Baez): There was a significant use of the app for session evaluation which suggests that there may not be a use for paper evaluations in the future. CAIR overspent in printing of schedules-at-a-glance as only about half were taken because attendees used the app. Attendees did not seem to like the exhibitors making an "advertisement" before the presentation. They seemed to like the conference app but were neutral on websites. For next year, CAIR should include in the program the availability of vegetarian meals or other special dietary meals and add information on parking. WiFi was an issue. We should make WiFi a part of our hotel selection process. We should look into adding CAIR on LinkedIn.
  - b. Best Presentation Award/AIR Travel Grant (Lopez-Wagner): For the Best Presentation Award, the committee is comprised of Bob Daly, Waddell Herron, Jeanette Baez, Bryce Mason, and Muriel Lopez-Wagner. The process for selection begins with a review of the evaluations, the committee taking notes, and some discussion of potential awardees. A selection for Best Presentation should be decided in a month. AIR will match the award dollar for dollar and the awardee has to attend the next AIR conference or the money will be returned to AIR. Awardee needs to know that the AIR award is "contingent on your attendance at the next AIR meeting" and that they should send receipt of travel

expense. AIR wants to continue this program in the future (see email dated January 16, 2015 at 11:10am from AIR). The Best Presentation Award recipient should be named before the AIR's deadline of April 15. Board approved increasing the award to \$1000. An important question needs to be answered whether we need to report this to the IRS. As long as the award is for reimbursement of travel expenses, it will not be reported to the IRS. If we do not find a Best Presentation, we will not award.

#### 4. Technology

- a. Content Management System Report (Baez): Network Solutions networksolutions.com estimates to charge \$114 per month or \$850 annually to rebuilt the website for us and make it mobile friendly. Services include marketing, and content management system and maintenance. The value of this is that we can make content changes on our own.
  - i. The Board had an online meeting with Network Solutions. Network Solutions will develop the first 5 content pages and it is up to us to do the remainder. We want Network Solutions to do all pages Custom Level 3 Product. This will take 25-30 business days. We will be assigned a manager. They will develop the front first, followed by content pages. There will be minimal search engine optimization, no copywriters content, website developed on Wordpress, tollfree line but this is not important to us, directories for hotel restaurants, 1 hour of training every month, includes blog RSS feed and mobile template. This costs \$1800 or \$150 per month with one hour support or we can later switch to the add-on only and let go of the \$150/month. We like the Feature Bundle 3 and then move to hosting only later on. This costs about \$5000 total and have Sutee be responsible for its implementation. The Board approved to establish a CMS contract. Someone needs to ask if there is a non-profit discount.
- b. Sutee's Contract (Baez): Sutee's contract \$1000 ends this year. We need to ask Sutee if Network Solutions supplants him. The Board approved renewing Sutee's contract at \$1000 to manage the rollout of Network Solutions with initial implementation of 3 months.
- c. Event Management System – Eventbrite (Daly): CAIR will continue to use Eventbrite.
- d. Conference Mobile App – Attendify (Daly): CAIR will continue to use Attendify. The price went up to \$600 but the app needs to be able to save program selections. For the survey, perhaps a heading "Evaluate" on the app will make it easy for attendees to find the link and evaluate the sessions. Board approved to keep the Attendify app. It was suggested to request photos of speakers.

#### 5. CAIR 2015 (Baez)

- a. Registration: Jeanette will contact head of segment meetings. We need ideas how to spend the leftover money to hire maybe a part-time employee for \$15,000-\$20,000 to do some of the Board tasks. We also need to partner with WASC. We might consider expanding options like pre-conference workshops at WASC with topics such as IR accreditation or other training. Board approved Retirees registration fee to \$200 with 1 opposed although this was later amended to \$100 where there was no opposition.

Students' registration fee was adjusted to \$100 and was approved. Early bird registration was approved at \$315 with 1 opposed.

- b. Programming: We might consider doing poster presentations and posters for exhibitors but we need to check with Ronnie at the hotel if there is a good hotel set up for this. We will do a breakfast speaker so that lunch is purely lunch. So breakfast could be at 8am and keynote could be at 9am. Theme is "Past, Present, and Future of IR". Speakers were suggested who can discuss where IR is going and the skillset needed for the future. Some panel questions could be: What are the differences in IR within the CSU and UC? What are issues that are unique to California? Why you should CAIR about getting involved with the Board? What are the responsibilities of the Board? How can the Board improve the experience for you? Someone will find a contact person with Oracle and the Google glasses technologist.
  - c. Workshops: Workshops will be in Monterey/Carmel room. It was recommended to take out workshops from segment meetings. Stata was interested in a future workshop. It was suggested to make workshops shorter than 3 hours or add some 90 minute ones. It was suggested that there would be a "How to do a presentation workshop". We can invite WASC to talk about IR accreditation responsibilities. We could add a workshop for the National Student Clearinghouse. We can have a hands-on Tableau workshop. We need a caveat to all exhibitors that failure to comply with CAIR regulations mean we may refund their money. CAIR needs to be specific about times for exhibitors to be at their table. We can organize discussion times for sponsors, passport stamp or scavenger hunt measuring contacts or quality contacts with sponsors. CAIR president has full discretion on accepting presentations by exhibitors or partner with institutions. Their topic needs to be related to the theme of the conference. There could be a hospitality committee to create traffic to exhibitors or podcast with sponsors.
  - d. Sponsorships: Sponsors purchased the Gold (includes session) right away but were less likely to purchase the Platinum (includes workshops) so CAIR can reduce Platinum from \$5000 to \$3500.
  - e. Other: CAIR needs to revisit our refund policy for registration. It was approved that a deadline of a month ahead of time is refundable.
6. Mentoring IR Professionals (Baez)
- a. Sam Agronow Scholarship: CAIR will provide up to two scholarships. Bob volunteered to work on this. We need to develop the website showing this. We need a call for applicants. Juan volunteers to serve on the committee and Bill Murray will be asked to join. Juan will search for others. There should be five committee members. The Board approved the creation of Best First Time Presenter with a free registration for next year's conference.
  - b. Mentorship Facilitation: The Board can email CAIR members encouraging them to meet with mentors or mentees. We can come up with a list of mentors and pair them with mentees. There will be no matchmaking but just a Google Group, LinkedIn, or Facebook to meet other IR professionals or a session for them to meet up. A list was supposed to have been generated from the conference so others can select mentors.

7. 2015 Roles and Responsibilities (Baez): We need to do the following: CMS website investigation, update CAIR manual with new contact information and past three tax returns, hotel contract (Cathy), hotel site selection (Waddell, Jeanette, Bob, Kristina), registration (Bryce), marketing in social media sites like LinkedIn and Facebook (Muriel, Alice to help), Sam Agronow Scholarship (Bob), digital program and apps (Bob with app, Jeanette with program), and evaluations (Juan).
8. CAIR 2016 & 2017: Several hotels were suggested for 2016, 2017, and 2018. We need to check on WiFi but there's a concern with transportation. The Board made a decision that they need to examine other Southern California sites as well. Waddell will focus on 2016 and the hotel site selection committee will visit potential hotels.
9. CAIR at WASC ARC (Powers): CAIR could start thinking about having a presence at WASC ARC. Someone needs to contact ARC and see how CAIR can strengthen its relationship with them. Contact person is Henry Hernandez.
10. CAIR at AIR (Baez): CAIR will do a general meeting at AIR or have a SIG where we can update people and maybe get together for a meal.
11. Other Business: Board approved on keeping the same accountant. We retain Jill who knows about legal issues pertaining to the organization. She gets a retainer.

Meeting adjourned 3pm.