

**North American Power Sweeping Association  
February 12, 2014**

NAPSA Board Members in Attendance

Ken Lindsey, President  
Jim Larko, Past President  
Mark Carter, Secretary  
Gabe Vitale, Director  
Pete Phillips, Director  
Scott Duscher, Director  
Rich Katz, Director  
Latasha Crenshaw, Director  
Jim Dodson, Director  
Bryan Young, Director  
Frank Chulick, Director

Absent:

Sylvia Richards, Vice President  
Gregg Blair, Treasurer  
Greg Heyer, Director  
Doug Seto, Director

Guest:

Brandon Wells, Legislative Team Leader

NAPSA Staff

Nancy Terry, Association Executive

**CALL TO ORDER:**

Mr. Lindsey called the NAPSA Board Meeting to order at 3:04 p.m. ET on February 12, 2014.

**APPROVAL OF THE AGENDA:**

Roll was taken after a few minutes to allow for additional attendees and Mr. Lindsey called for a motion to approve the agenda.

- **ACTION:** A motion was made to approve the agenda. The motion was seconded and passed unanimously.

**APPROVAL OF THE MINUTES:**

Mr. Lindsey called for a motion to approve the minutes from the January 7, 2014 Board meeting.

- **ACTION:** A motion was made to approve the minutes from the January 7, 2014 Board meeting as presented. The motion was seconded and passed unanimously.

**TREASURER'S REPORT:**

The January financials were presented and accepted as presented.

It was also noted that the revenue split from National Pavement Expo had arrived and was over \$6,000 which is much greater than anticipated.

**UPDATES:**

**Bylaws:**

Nothing new is needed at this time.

**Certification:**

The committee continues to work on exiting members.

**Driver Certification:**

Mr. Carter indicated that everything was on track for the March 31<sup>st</sup> content deadline.

- **ACTION:** Mr. Carter to complete 50% of Driver Certification by March 31.

Mr. Vitale shared that he had included a draft script in the Board material for review. The CSC YouTube video would cost approximately \$5000 to produce. He is asking for feedback on the script. He also asked if there should be two 20 second videos or one 40 second video. The idea is to educate customers and/or sweepers on the value of certification. It was suggested that another video be considered for those who are not certified however a more generic "Why Sweep?" video had been produced two years prior. A team was developed to assist in this project. Team members included: Mr. Vitale, Mr. Seto, Ms. Jacketta, Mr. Carter and Mr. Barton.

- **ACTION:** Mr. Vitale to plan video content for the channel.

**Benefits:**

The team met and reviewed all benefits. They have divided the benefits and each person is reviewing them individually. The team will meet again to go over their findings.

**Legislative & Regulatory:**

Mr. Wells shared the legislative proposal that he is working to move through California. The proposal could be adapted throughout the US so the progress in California will be monitored. The Board will review the content for future discussion.

**Marketing & Education:**

Mr. Young reported that the credit card session has been set for March 4<sup>th</sup> and is being promoted. He is working on the Isuzu training for late summer. Ms. Richards is also working on the route optimization session for an April time frame.

Mr. Young also shared that he is working on the YouTube channel however there are certain log in credentials that he is cautiously approaching so as to insure the ability to use for future items. It was recommended that he consult with Visual App on the development so that they can guide NAPSA with this item.

- **ACTION:** Mr. Young to launch a NAPSA YouTube channel.

**Website:**

Staff reported that the committee is working with Visual App on how best to accomplish online registrations. It was also reported that staff did a Google Image search for the NAPSA logo and found several nonmembers using the logo. Each nonmember will be contacted regarding their usage.

**Membership:**

Ms. Crenshaw shared that the team met and discussed the Ambassador program that Mr. Larko implemented. Year to date we have added 5 new members and each new member was assigned an Ambassador. Mr. Larko is managing the contact team and is working on a script for them.

Membership renewals are still being received and once February has ended a list of all remaining renewals will be distributed to the team for telephone calls.

- **ACTION:** Ms. Richards will investigate an existing member retention team.

**Old Business:**

Elevator Speech

Mr. Duscher presented a sample elevator speech for NAPSA. He indicated that he would like a team to help refine the content for marketing purposes. Staff is to contact Jodi Thompson for possible inclusion and think about other possible team members. It was decided that this content would be used in lieu of a vision statement.

- **ACTION:** Mr. Duscher to develop "Ask me about NAPSA" content for the card, etc.

Sendoutcard.com

Staff reported that this website does have an option for a mass mail out for marketing purposes. The price varied depending upon the final product selected but overall the project should be less than \$500 total. Mr. Phillips shared that the cards were customizable and could include the NAPSA logo. There is also a distributorship option that NAPSA can set up and offer to members for their marketing campaigns.

**New Business:**

None was noted at this time.

**NEXT BOARD OF DIRECTORS MEETING:**

The next Board meeting will be via teleconference on March 12, 2014 beginning at 3 p.m. ET.

- **ACTION:** A motion was made to adjourn. The motion was seconded and passed unanimously.

The meeting adjourned at 4:24 p.m. ET.