

**North American Power Sweeping Association
July 9, 2014**

NAPSA Board Members in Attendance

Ken Lindsey, President
Sylvia Richards, Vice President
Jim Larko, Past President
Pete Phillips, Treasurer
Mark Carter, Secretary
Gabe Vitale, Director
Scott Duscher, Director
Doug Seto, Director

Absent:

Frank Chulick, Director
Bryan Young, Director
Greg Heyer, Director
Rich Katz, Director
Latasha Crenshaw, Director
Jim Dodson, Director

Guest

Jeff Old, Website Committee Co- Chair

NAPSA Staff

Nancy Terry, Association Executive

CALL TO ORDER:

Mr. Lindsey called the NAPSA Board Meeting to order at 3:05 p.m. ET on July 9, 2014. At that time there was not a quorum so the meeting start time was delayed until 3:10 p.m. when additional members arrived.

APPROVAL OF THE AGENDA:

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 June 11, 2014 Board meeting.

- **ACTION:** A motion was made to approve the minutes from the June 11, 2014 Board meeting as presented. The motion was seconded and passed unanimously.

TREASURER'S REPORT:

Mr. Phillips indicated that the report had been submitted in the packet but that everything looked to be on track. We have issued two checks this month for web services and the Directors and Officers liability insurance payments.

UPDATES:

Certification:

Mr. Vitale reported that the CSC videos were complete and that they were being sent to the Web Committee for development of a plan for inclusion on the NAPSA YouTube site and subsequent roll out.

- Staff to notify the Board once the link to the NAPSA YouTube video is available.

Driver Certification:

Mr. Carter shared that he has scheduled work to continue on the Driver Certification in August. He also noted that the revision of the CSC application would be completed shortly so that could be used when the video links are sent as well.

Benefits:

Mr. Vitale presented proposed pricing for the Classified Section of the website. The proposal included the following:

NAPSA Member Contractors:

- 1 free ad per year upon membership renewal. Duration of free ad is for one year.

NAPSA Member Partners:

- Gold – 3 free ads per year upon membership renewal. Duration of free ads is for one year.
- Silver – 2 free ads per year upon membership renewal. Duration of free ads is for one year.
- Bronze – 1 free ad per year upon membership renewal. Duration of free ad is for one year.

Member Discounted Pricing:

- 1 ad for 1 month - \$50
- 1 ad for 3 months - \$100
- 1 ad for 6 months - \$150

Non-Member Regular Pricing:

- 1 ad for 1 month - \$100
- 1 ad for 3 months - \$150
- 1 ad for 6 months - \$200

- **ACTION:** A motion was made to accept the program as presented with the clarification of the NAPSA member partner free ads to have a 12 month timeframe. The motion was seconded and passed unanimously.
- **ACTION ITEM:** Benefits committee to develop a launch strategy for the first 90 days so as to populate the classified. Staff is to develop a soft roll out to the partners and board to aid in population.

Marketing & Education:

Ms. Terry shared that the next webinar on Isuzu is still in development and a date had not been confirmed.

- **ACTION ITEM:** Staff to poll partners to see if there is interest in them developing webinars.

Website:

Mr. Old and Mr. Seto will be working on the integration of the YouTube video as well as finalizing the programming of the classified section. It was discussed that the program does have the functionality for new placements of the classifieds to be pushed out to the membership so staff will develop a template blast and perform this administratively.

Membership:

It was reported that Ms. Crenshaw is planning a committee meeting for next week.

Ms. Richards is working to populate her team which is responsible for membership recognition.

Old Business:

Safety Posters

Ms. Terry asked for a volunteer to work with her to complete the next series of safety posters. She is looking for assistance with developing text that will be relevant. Mr. Duscher volunteered to participate.

Elevator Speech

Ms. Terry shared a post card that had been developed based on the elevator speech that had been developed. This post card is intended to be used for prospecting.

- ACTION: A motion was made and seconded to approve the use of the prospecting post card as presented. The motion passed unanimously.

New Business:

Post Cards

Mr. Duscher shared a proposal of developing a series of post cards with questions that were intended to be used for training. The post card would have 3 to 5 question per card and the answers to these questions would be found on a Q & A section of the website. The questions would be technical or other and could be the same questions used for certification. This plan is intended to increase touches with members as well as drive traffic to the website while educating as well.

Stickers

Mr. Vitale suggested that we look into purchasing stickers intended to be used on trucks in areas such as the dash, which would communicate messages such as "Buckle Up to Operate" or "Cell Phone Use Prohibited". Mr. Lindsey shared a site that staff will investigate for these stickers (mscarita.com).

- ACTION ITEM: Staff to investigate dash stickers.

Analysis Program

Mr. Duscher shared that he had been using a service that creates a report on engine fluids which will analyze the fluid and give a report of what maintenance item is needed to improve engine life. He will forward the link to the site and report on the success of this program in the future after he has more experience with it.

NEXT BOARD OF DIRECTORS MEETING:

The next Board meeting will be via teleconference on August 13, 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 4:20 p.m. ET.