

**North American Power Sweeping Association
June 11, 2014**

NAPSA Board Members in Attendance

Ken Lindsey, President
Sylvia Richards, Vice President
Mark Carter, Secretary
Pete Phillips, Treasurer
Gabe Vitale, Director
Scott Duscher, Director
Frank Chulick, Director
Bryan Young, Director
Greg Heyer, Director
Doug Seto, Director
Latasha Crenshaw, Director

Absent:

Jim Larko, Past President
Rich Katz, 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 3:07 p.m. ET on June 11, 2014.

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 May 14, 2014 Board meeting.

- **ACTION:** A motion was made to approve the minutes from the May 14, 2014 Board meeting as presented. The motion was seconded and passed unanimously.

TREASURER'S REPORT:

Mr. Lindsey reported that Pete Phillips had accepted the role of Treasurer however for this month Sylvia Richards had acted as interim Treasurer.

Ms. Richards reported that she has reviewed and approved two checks for this month. She shared a concern that the overall trend for the past four years in membership was down. It is hoped that some

of the dropped members from May would rejoin but in addition to that, the Membership Committee is working on new memberships.

UPDATES:

Certification:

Mr. Carter reported that the committee has not had any renewals to work on but there is one due in June and three coming for July.

The final script for the CSC video was reviewed. It was suggested that a revision be made to focus on “what this means to me” from the property manager perspective.

Driver Certification:

This program continues to be worked on as time permits.

Benefits:

Current benefits continue to be promoted.

Marketing & Education:

Mr. Young reported that the route optimization webinar had been completed and that attention was now being turned to the Isuzu webinar which will probably be scheduled for late August.

Ms. Richards indicated that it was time to do another safety poster series. Topics recommended for this series could include heat illnesses, personal protection equipment and following distance. The target date for completion and distribution of this set is late August.

Website:

Mr. Old shared that the plug in for the classified function was complete and being tested. The final adjustment would be to implement the pricing structure. The page has not been published but is conceptually ready.

- Action: Staff is to forward the link to the site for review.

Membership:

Ms. Crenshaw reported that membership is in fact trending down. The committee intends to focus on recruitment since Ms. Richards and her team are now focusing on retention strategies. Some ideas that were shared included developing a packet for lost members on what they are missing, develop continuing education opportunities, sending out novelty items such as note pads, safety glasses or tip of the month.

Although NAPSA is currently sending monthly e-blasts, it was discussed that perhaps printed material should be developed and sent by snail mail as well. The general idea is to create more membership touches. The Marketing Committee was asked to integrate the elevator speech that was submitted and the Membership Committee has been tasked with developing a possible plan for promotional items and their costs.

Old Business:

NPE

The Omni Hotel has been selected as the NAPSA headquarters hotel for 2015.

World of Asphalt

A class similar to the one presented at WOA in 2013 will be presented again in 2015 by Ken Lindsey and Debbie Jacketta. NAPSA will partner again with WOA for promotion.

Sweepers Night Out

The Rotunda of the Country Music Hall of Fame has been reserved to hold the Sweepers Night Out.

New Business:

No new business was presented.

NEXT BOARD OF DIRECTORS MEETING:

The next Board meeting will be via teleconference on July 9, 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 4:15 p.m. ET.