

**North American Power Sweeping Association  
October 21, 2015**

NAPSA Board Members in Attendance

Sylvia Richards, President  
Pete Phillips, Vice President  
Mark Carter, Secretary  
Gabe Vitale, Director  
Jeff Old, Director  
Scott Duscher, Director  
David McCaskill, Director  
Latasha Crenshaw, Director  
Doug Seto, Director  
Greg Heyer, Director

Absent:

Bryan Young, Treasurer  
Ken Lindsey, Past President  
Rich Katz, Director  
John Paraschak, Director

NAPSA Staff

Nancy Terry – Association Executive

**CALL TO ORDER:**

Ms. Richards called the NAPSA Board Teleconference to order at 3:06 PM ET on October 21, 2015, and roll was taken.

**APPROVAL OF THE AGENDA:**

Ms. Richards 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:**

Ms. Richards called for a motion to approve the minutes from the September 9, 2015 Board meeting.

- **ACTION:** A motion was made to approve the minutes from the September 9, 2015 Board meeting as presented. The motion was seconded and passed unanimously.

**UPDATES:**

**Treasurer:**

Ms. Terry reported that financials continue to be positive and the group remains in a good financial position. She shared that she would like to have all budget requests in for processing by November 9<sup>th</sup>. The areas in need of review for the 2016 budget included:

- Electronic Marketing/SEO
- Locator Upgrades
- Website Rebranding
- Social Media Rebranding
- Safety Posters
- Drivers Certification
- Any additional training events

Mr. Vitale indicated that he would like to discuss the possibility of having Ms. Terry as a full time staff person for NAPSA. He shared that he has been pleased with the growth of the group over the past four years and that in the current financial position he would like to investigate and consider what a full time staff person would bring to the group and what the next level of growth would be. He requested that for budget purposes, Ms. Richards should contact AMC for a review of the current contract and investigate this option. He would also like for the board to integrate this information into a 5 and 10 year growth plan.

- Action Item: Ms. Richards to contact AMC.

#### **Certification Committee – Driver Certification Program**

Mr. Carter shared that things remain status quo for the program however a group is planning to meet prior to NPE as well as after NPE to focus on working on this project. It was shared that Mr. Chris Dick from Katsam would like to participate as well. As the project manager for the certification, Mr. Carter was asked to develop a plan of what he would like to see accomplished during the work groups. He was also asked to develop a budget that he would like to have for the program creation and launch as well as housing.

Ms. Terry shared that the Certified Sweeping Company team has been working on one renewal and one new member.

#### **Webinars:**

Ms. Terry shared that there was three registrants for the October 27<sup>th</sup> webinar. She will continue to send out notices of the program.

#### **Web Site:**

Ms. Terry noted that the addition of the classified section has generated a lot of traffic to the site. It brings nearly as much traffic as the locator. It was noted that not many ads had been sold so income was not flowing but that we may want to consider continuing to allow free postings to facilitate the traffic. Everyone agreed that this was definitely a benefit.

Ms. Terry also shared that she would like to focus on greater SEO and e-marketing for the 2016 year. With that Mr. Old indicated that he would like to have more articles to post and tie SEO into. Ms. Terry had sent several articles that she had written as well as the professional article that was written in 2011 and these would be used online. It was also noted that she has asked Visual App to work with the Certification Committee to determine a location on the website to integrate the pending driver certification program information.

#### **Membership/Ambassador:**

Ms. Terry shared that although there had not been any new members join, we were getting into the renewal period for 2016 existing members and that NPE normally stimulates new member growth as well.

### **Sweepers Night Out**

Ms. Terry updated everyone on how the sponsorship drive is going. All information had gone out and follow up was beginning.

### **NAPSA Rebranding**

Ms. Terry confirmed that she has been working with Visual App to have January 27, 2016 as the launch date for the new look and logo.

Mr. Heyer shared that he has been working on gathering pricing for apparel and give-away items for NPE. These items would include an air freshener shaped like a truck, lanyard, koozies, pens and more. He would like to ask for a budget of \$2000 for the purchase of give-away items.

He has worked with his team members to redesign the booth and display material. A proof of the update was included in the board packet. This would be in addition to the cost of the display redesign. He is also asking for approval of the display redesign. Mr. Carter recommended that we review the display hardware to insure that it was operational.

Mr. Heyer also asked for additional money to purchase one shirt per board member with the new logo. We will be offering additional orders for purchase at their own expense. Ms. Terry indicated that the cost of the polo shirts would be around \$400 for 15 shirts.

- **ACTION:** A motion was made to approve the new panel and pop up design for the booth and allocate a budget of \$2000 for additional give-away items and approval of the purchase of one polo shirt per board member at NAPSA's expense. The motion was seconded and passed unanimously.

### **Nominations and Election**

Ms. Terry shared that the call for nominations has resulted in two submissions. Mr. Heyer has been nominated for an additional term. We also received a nomination for Mr. Bradley Ross of Ross Industries in York, Pennsylvania. As we currently have two positions which could be filled, it was decided to approve the slate as presented and suspend a formal vote.

- **ACTION:** A motion was made to approve the nomination of Mr. Heyer and Mr. Ross for the open positions on the Board of Directors and accept this slate as presented. The motion was seconded and passed unanimously.
- Action Item: Ms. Richards to contact Mr. Ross to welcome him to the board. Staff will follow up with orientation information and board policies.

### **WOA**

Mr. Vitale indicated that he and Mr. Barton would be available to present a session at World of Asphalt. This position had been previously vacant due to the past presenters being unavailable. Staff had contacted WOA to see if there was still availability on the agenda.

Mr. Phillips and Mr. McCaskill indicated that they would be available to staff a booth at the event along with Mr. Barton and Mr. Vitale.

**NEXT BOARD OF DIRECTORS MEETING:**

The next Board meeting will be via teleconference on November 11, 2015 beginning at 3:00 PM ET.

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

The meeting adjourned at 4:00 PM ET.