2025-09-18 AWCI Meeting

AWCI Board Meeting
Date:[9/18/2025]
Attendees: Dwayne, Angela (by phone), Corey, Jared, Stephanie, Joel, Shane, Melanie, Carl, Dominic, Brandon, Craig, and Mike.
1. Executive Summary:

- These meetings covered final preparations for the upcoming trade show, debriefs of recent events (Clay Shoot, Pickleball), and key administrative and financial matters. The primary focus for the trade show shifted from vendor recruitment to driving attendee registration, as class sign-ups were low. This was attributed to a confusing marketing flyer, prompting a decision to create two new, targeted email campaigns—one for CE credit classes and one for the general trade show. The board also addressed the need to properly advertise all available CE/AIA credits.

- Debriefs of the Clay Shoot and Pickleball tournaments were conducted. The Clay Shoot was a financial success but faced logistical challenges with registration and unexpected costs, leading to plans for a larger, better-managed event next year. The inaugural Pickleball tournament was well-received despite a small financial loss and will be rescheduled to a cooler month.

- Financially, the board reviewed several significantly overdue accounts receivable and established strategies for collection, including withholding membership renewals. Administratively, the board decided to investigate switching website providers due to high costs and usability issues. The upcoming departure of the Treasurer, Shane, was also discussed, initiating the search for a successor.
  2. Key Action Items/Commitments for:
  Angela:

- **Create two distinct email flyers**(one for CE classes, one for the trade show) and send them for approval. **Deadline:**Tomorrow.

- **Distribute final flyers**to the entire board for mass distribution. **Deadline:**By Monday at the latest.

- **Schedule a Zoom meeting for the Trade Show Committee**to finalize the menu, quantities, and other day-of logistics. **Deadline:**This week.

- **Carl:**

  Investigate financial discrepancies,**including “undeposited funds” and the difference between the balance sheet and bank totals if needed.

- **Contact the “engineering” speaker**to see if their presentation can qualify for CE credits and inquire with “National” about credits for their sessions.
- **Provide Angela with the correct AIA/CE credit** information for all qualifying presentations ASAP.

- **Corey:**
- **Contact the Construction Specifications Institute (CSI)** and the American Institute Architecture (AIA)**to promote the trade show.
- **Purchase and bring blank, stick-on name tags and markers**for guests for the trade show. **Deadline:**Day of the event.
- **Duane:**
- **Follow up with Colorado Scaffold**to formalize their verbal commitment. (Implied).
- **Distribute new flyers to all confirmed vendors**(with Melanie) and ask them to promote the event. **Deadline:**Next week.
- **Duane**
- Follow up with Angela regarding their trade show sign-up.
- Call your contact at United again to press for payment of their remaining balance. Find out the name and cost of the local long-drive pro for the golf tournament. **Jared:**
- **Order permanent, official name tags**for all board members. **Deadline:**ASAP, to ensure arrival before the event.

- **Joel:**
- **Investigate the current website contract**by contacting Andy to understand terms and potential for switching platforms. **Deadline:**As soon as possible.
- **Schedule a 2024 budget planning meeting**to allocate funds for next year’s events. **Melanie:**
- **Investigate the $659.98 aging charge**for Duane’s company. Likely already paid.
- **Draft a strongly-worded email**regarding overdue membership fees for Master Wall and National Waterproofing and send it to Shane.
- **Follow up on the Heggem invoice**once Shane provides details. **Launch the Christmas project family nominations**by sending out the form immediately following the trade show.

- **Reach out to personal and professional contacts**to help drive trade show attendance. CBEC & others
- **Discuss the Treasurer role transition**with Duane.
- **Reach out to the safety training provider**to discuss plans for
  Stephanie / Melanie:
- **Create a list of registered class attendees**from the website for follow-up calls. **Owner:**Stephanie, **Deadline:**ASAP.
- **Bring leftover swag bags**from the previous year to the trade show. **Owner:**Stephanie, **Deadline:**Day of the event.
- **Focus on finding and supporting families for the Christmas project**after the trade show.
- **Pick a month to schedule a safety/training event**for next year.
- **Dominic:**
  Call Kiowa (clay shoot venue)**to find out the deadline for increasing event
- size & to negotiate terms for next year's event, using a competing offer as leverage. to 120 and to lock in a date for next year (tentatively the second Thursday in September)
- **Trade Show Committe** ORDER FOOD before the venue's deadline of the 28th.
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  - **Determine and assign all necessary day-of roles**(e.g., registration desk staffing).
- **All Board Members:**
  - **Ensure follow-up occurs with Randy and GP**for trade show sign-ups.
  - **Forward the new trade show flyers**to their professional networks to maximize reach.
    3. Detailed Breakdown by Topic:
    Topic 1: Trade Show Planning & Execution
- **Summary of Discussion:**
  - Recruitment & Sales:**The team confirmed 28-29 booths sold, generating ~ $28,700 and surpassing the venue's minimum spend. Recent sign-ups

included Syska and CICA. A live tracking document is being used for vendor outreach, with Randy and GP identified as key outstanding contacts.
    - **Attendee Registration & Marketing:**A major concern is the low number of sign-ups for educational classes. Feedback indicated the promotional flyer was confusing, implying the trade show started at 9 a.m. instead of the afternoon. It was also discovered that not all available CE/AIA credits were being advertised.
    - **Logistics & Day-of Coordination:**The Trade Show Committee is responsible for finalizing the food order by the 28th. Volunteers are needed for on-site setup and registration starting at 7:00 a.m. The need for board member name tags, guest name tags, and swag bags was confirmed.

- **Decisions Made:**
    - The primary focus will shift from selling booths to driving attendee registration.
    - Two new, targeted email flyers will be created immediately: one for architects/engineers for morning CE classes, and another for general attendees for the afternoon trade show.
    - Communications will proceed immediately, even with incomplete CE credit information, to maximize attendance.

- **Action Items/Commitments:**
    - **Angela:**Create and distribute the two new email flyers.
    - **Angela:**Schedule a Trade Show Committee meeting to finalize logistics.
    - **Stephanie:**Create a list of registered class attendees for follow-up.
    - **Duane:**Provide correct CE/AIA credit information to Angela.
    - **Carl:**Investigate adding CE credits to more presentations.
    - **Shane & Corey:**Contact professional organizations (AIA, CSI, etc.) to promote the event.
    - **Dwayne/Melanie:**Distribute flyers to confirmed vendors.
    - **All Board Members:**Forward new flyers to their networks.
    - **Jared:**Order permanent board member name tags.
    - **Corey:**Bring blank name tags for guests.
    - **Trade Show Committee:**Finalize food order and day-of roles.

Topic 2: Event Debriefs & Future Planning (Clay Shoot, Pickleball, Golf)

- **Summary of Discussion:**
    - **Clay Shoot:**The event was profitable, with the raffle alone generating ~$2,500. However, it faced logistical issues: chaotic check-in due to unregistered sponsor guests, an unexpected $500 charge for extra clays, and a bar service that was shut down early. The event sold out at 80 spots in one week, indicating high demand. The current venue (Kiowa) has a rigid capacity

of 80 or 120, while an alternative (Silver Creek) is more flexible but farther away.
    - **Pickleball Tournament:**The inaugural event was a success in terms of enjoyment but had a net loss of ~$500. The main complaint was the extreme heat.
    - **Golf Tournament:**The event is tentatively scheduled for the 16th at Riverdale. Ideas to enhance it include bringing back the “hecklers” and adding a “beat the pro” or long-drive pro contest.
    - **Other Events**:**Contracts for next year’s Casino Night and Excellence Awards are signed and locked in.

- **Decisions Made:**
    - The Clay Shoot will be expanded to 120 attendees next year. The board will use the offer from Silver Creek as leverage to negotiate better pricing with Kiowa. An earlier start time will be considered.
    - The Pickleball tournament will be held again but moved to a cooler month (late April/early May).
    - The registration process for the Clay Shoot will be revised to require sponsors to submit guest names to secure spots.

- **Action Items/Commitments:**
    - **DOMINIC/BOARD:** Negotiate with Kiowa for the next Clay Shoot.
    - **DOMINIC:** Contact Kiowa to confirm the deadline for 120 attendees/Lock in date.
    - **Stephanie & CARL:**Deposit the cash profit from the raffle.
    - **Duane:**Research the cost of a local long-drive pro for the golf tournament.
    - **Topic 3: Financials, Administration & Governance**

- **Summary of Discussion:**
    - **Accounts Receivable**:**The aging summary showed several accounts over 91 days past due, including significant balances from United, Master Wall, and National Waterproofing. A strategy was discussed to press for payment.
    - **Board Administration:**Delays in receiving meeting minutes were raised as an issue hindering follow-up. Shane confirmed he will be stepping down and leaving the board at the end of the year, necessitating a search for a successor to ensure a smooth transition.
    - **Website Platform:**The board expressed dissatisfaction with the current website provider due to unexpected fees (a recent $300 bill) and a lack of user-

WEBSITE. GoDaddy was mentioned as a potential alternative, but the terms of the current contract are unknown.
    - Christmas Project:**The venue and Santa are booked, but a recurring conflict with another event ("old lady bingo") on the same day is expected, which may cause setup delays. The board agreed to postpone active planning until after the trade show.

- **Decisions Made:**
    - Members with long-overdue balances will not be permitted to renew their membership until paid in full.
    - The board will investigate the terms of the current website contract before making any changes and will push back on the recent invoice.
    - The Christmas project nominations will be tabled until after the trade show.
    - Meeting minutes must be distributed more promptly.

- **Action Items/Commitments:**
    - Melanie & Shane:**Draft and send "nasty gram" emails to overdue accounts (Master Wall, National Waterproofing).
    - Duane:**Follow up with United on their outstanding balance.
    - Carl:**Investigate the source of a ~$9,000 positive cash discrepancy.
    - Joel:**Obtain a copy of the website contract from Andy.
    - Board:**Begin the process of identifying a new Treasurer.
    - Shane:**Discuss the Treasurer transition with Duane.
    - Melanie:**Send out the Christmas project nomination form after the trade show.