

**2010 Board of Directors Meeting
Hilton Americas Hotel – Houston, Texas
Friday, July 30, 2010 3:00 – 4:30pm CDT**

MEETING MINUTES

Attendees

**BOARD OF DIRECTORS
EXECUTIVE COMMITTEE OF THE BoD**

President	Richard Mirgon
President-Elect	Bill Carrow
First Vice President	Gregory Riddle
Second Vice President	Terry Hall
Immediate Past President	Chris Fischer
Executive Director	George Rice (Ex-Officio)

REGIONAL AND CAC REPRESENTATIVES

East Coast Region	Dave Clemons
East Coast Region	Jay Groce
Gulf Coast Region	Woody Glover
Gulf Coast Region	Pat Hall
North Central Region	Lynne Feller
North Central Region	Julie Righter
Western Region	Richard Granado
Western Region	Gigi Smith
Commercial Advisory Council	Don Whitney

STAFF/GUESTS

Executive Assistant	Anita Harrington	Staff
Deputy Executive Director	Mark Cannon	Staff
Director of MECO	Barbara Myers	Staff
Director of MARCOM	Courtney Hastings	Staff
Marketing & Communications Associate	Lindsey Coburn	Staff
Manager of Corporate Sponsorship	Lisa C. Williams	Staff
Texas Executive Council Member	Bill Keller	Guest
President, Frost Miller	Kevin Miller	Guest
Atlantic Chapter Member	Peter Thomas	Guest

1. Call to Order, Approval of Minutes

President Dick Mirgon *called* the Friday, July 30, 2010 Board of Directors Meeting to order at **3:05 p.m. CDT**.

Western Region Representative Gigi Smith identified typographical errors in the draft May 18 minutes under paragraph twelve; replace “Word” with “World” and close the parentheses.

Western Region Representative Gigi Smith ***motioned*** to approve as amended the May 18, 2010 Board of Directors Meeting Minutes. Gulf Coast Region Woody Glover Representative ***seconded*** the motion. A verbal vote was taken with no opposition and the motion ***carried***.

2. Branding Task Force Update

East Coast Regional Representative Dave Clemons presented the Branding Task Force Update and reviewed the Brand Plan with the Board. Adjustments were made to the wording of the boilerplate to pare back redundant the use of the word “professional.”

Revised boilerplate reads: *APCO International is the world’s largest organization of public safety communications professionals. It serves the needs of public safety communications practitioners worldwide—and the welfare of the general public as a whole—by providing complete expertise, professional development, technical assistance, advocacy and outreach.*

Brand Essence reads: *Strengthening our communities by empowering and educating public safety communications professionals*

Commercial Advisory Council Representative Don Whitney ***motioned*** to accept and approve the revised “Boilerplate,” “Brand Essence,” and “Staff Education Plan” as presented in today’s meeting. East Coast Regional Representative Jay Groce seconded the ***motion***.

A verbal vote was taken with no opposition and the motion ***carried***.

3. Fiscal Year 2010 Financial Report (Year End)

Deputy Executive Director reported on the 2010 Fiscal Year-End Results. Although APCO experienced a small deficit for FY2010, APCO has secured its FY2011 net income from the 2010 Houston conference. AFC had a very profitable fiscal year. The Institute had a mixed year; EMD excelled, but course registrations declined. Institute did well for the entire year performance, but did not continue their recent trend of growing business.

Gulf Coast Regional Representative Woody Glover asked for an explanation of the footnotes. Deputy Executive Director Mark Cannon replied that for footnote #1: To be in compliance with Generally Accepted Accounting Principles (GAAP), grant revenues must be reflected in the year received, but offsetting expenses could stretch across several years. So these grant-related expenses result in a spend down of cash in these designated funds on the balance sheet. Footnote #2 pertains to Public Safety Alliance (PSA) expenses. APCO basically shouldered all the media campaign expenses for the D-Block program and was assured that a number of corporate sponsors would come in with contributions to more than cover the direct expenses, but receipt of some of these funds were received past the end of the fiscal year and more remain pledged as of today’s meeting. This is a cash flow issue, the monies are coming in, just more slowly than

hoped. Mark Cannon also noted that operating reserves are quite high at 36 percent, and these reserves do not include the substantial positive balance in the PSFA.

4. 2010 Membership Quorum Resolutions

East Coast Regional Representative Dave Clemons *motioned* to recommend to the Membership Quorum the approval of Quorum Resolution 1 Group Membership Proposal and Quorum Resolution 2 Awards Recognition Task Force. East Coast Regional Representative Jay Groce *seconded* the motion.

A verbal vote was taken with no opposition and the motion *carried*.

5. Study of a Joint APCO–NENA Exposition

The Board reviewed and discussed the preliminary findings from Phase I of the joint study. On Wednesday, August 4, the Executive Committee will receive a presentation from the study's author, Sam Lippman of International Show Management. All Board members are invited to the briefing. President Dick Mirgon asked for a sense of the Board as to whether APCO and NENA should proceed with Phase II of the study. Board members cited concerns over proceeding with this expense while resources are tight and in the face of a distressed economy.

Following discussion, East Coast Regional Representative Dave Clemons *motioned* to authorize the Executive Committee to suspend the Study of a Joint APCO–NENA Exposition, pending the further review of findings at the August 4 meeting. West Coast Regional Representative Richard Granado *seconded* the motion.

Discussion: Gulf Coast Regional Representative Woody Glover inquired how much money would APCO be spending on the project to continue to Phase II. Deputy Executive Director Mark Cannon replied that APCO's share would be approximately \$26,000 over the next fiscal year. However, Phase II would also involve a deeper commitment of board and staff time toward a joint planning team.

A verbal vote was taken with one vote in opposition; the motion *carried*.

6. Executive Committee & Executive Director Updates

a. Special Conference Task Force

Lynne Feller reviewed the plans for the newly established Special Conference Task Force. The scope of the Task Force will be to review both annual and regional conference manuals. This is an outgrowth of two efforts that began this year, one to review the site selection host committee's responsibilities and the other to consider the future of regional conferences. The Special Task Force consists of Lynne Feller as Chair, Jim Acosta from CPRA, Martha Carter, Debbie Gailbreath, Robin Tieman, Bill Agee, and Michael Mangini. Everyone is an Executive Council representative, one from each region, plus a

CAC representative. All have conference committee experience from an annual conference and/or regional and state chapter conference committees. A key input will be the Regional Conference Manual rewrites spearheaded by Jack Daniel of the CAC.

b. Public Safety Alliance

Executive Director George Rice updated the Board on the activities of the Public Safety Alliance (PSA). In late May APCO, eight other public safety associations formed PSA, specifically as a limited duration program for the purpose of promoting the allocation of the D-Block spectrum to public safety. The effort began with a public outreach campaign with ad placements in DC area publications; the PSA convenes regularly each week on teleconferences for the public sector side, and separately for private sector commercial side for the individual companies who are part of the fold. The ongoing effort also included advocacy days in May, involving the APCO Board, and the full PSA on July 21. Those two events were a series of administration and congressional visits as well as agency visits to the FCC and the like, followed by a media event. The July event culminated in the introduction of legislation in the Senate by Senators Lieberman and McCain. The House bill, HR 5081 has 63 co-sponsors and would allocate the 10MHz spectrum which is adjacent to the 10MHz public safety already has. S. 3625 just recently introduced by Senator Lieberman would do the same and provide initial funding of over \$5M. PSA outreach on the Senate bill is ongoing in hopes of getting the two bills reconciled and through the Congress prior to an October recess or in a lame duck session. The addition of a series of public sector associations to the PSA brings the group to over 40 associations supporting the effort. Our sense is this will need to continue through the duration of this Congress and maybe into the initiation of the 112th Congress even if legislation is enacted this year because of implementation issues.

The Board of Directors complimented Executive Director Rice, President Richard Mirgon, staff, and the PSA on their accomplishments.

c. APCO World Congress (www.apcoglobalalliance.org)

Barbara Myers, Director of Membership, Events, and Corporate Outreach presented an overview of the June 6-8, 2011 Dubai World Congress event including the status of marketing and outreach. More information is available at

www.apcoworldcongress.org

www.apcoglobalalliance.org

d. Corporate Partners

Barbara Myers, Director of Membership, Events, and Corporate Outreach reviewed the list of Corporate Partners, of which there are now fourteen:

Platinum:

- Harris Corporation
- PlantCML/EADS

Gold:

- Intrado

- L.R. Kimball
- Motorola
- TeleCommunication Systems, Inc.
- Zetron

Silver:

- ATX Group, Inc.
- Geo-Comm
- New World Systems
- OnStar
- Relm Wireless

Bronze:

- The Genesis Group
- Verint Systems.

e. **Public Safety Communications Tech Roundtables** (<http://roundtable.apcointl.org>)

Barbara Myers, Director of Membership, Events, and Corporate Outreach discussed the proposed dates and locations to the Public Safety Communications Roundtables:

- February – 2011 (Southern, CA (February dates TBD)
- March 2011 – Minneapolis, MN (March 22-23, 2011)
- April 2011 – Orlando, FL (in conjunction with the Women in Public Safety Communications Leadership Conference)
- May 2011 – Washington, DC (in conjunction with the Leadership in Policy Awards Dinner)

Deputy Executive Director Mark Cannon stated that targeting the people and issues involved with the convergence of Information and Communications Technology (ICT) is critical at this juncture; management is involving all APCO departments in identifying leads for the Tech Roundtables. The Tech Roundtable events are replacing the Winter Summit. A current trend with associations is to create smaller, more interactive, niche programming closer to where people are in terms of both geography and topical points of interest. East Coast Regional Representative Jay Groce inquired if each roundtable would have the same program, to which MECO Director Barbara Myers replied that there is a list of suggested topics that would be made available to Roundtable attendees who will help choose which topics they deem pertinent and wish to discuss. Polling and surveys would be conducted in advance as well. Board members support for the new focus, but some discussion centered around the level of advance notice about this transition away from the Winter Summit. Executive Director George Rice stated that in the Budget and Work Plan there were three references to the change. This was circulated in advance of the Board review and approval of the budget and was referenced during the budget workshop.

f. **CALEA Committee and Broadband Committee**

President Dick Mirgon advised the Board that the Executive Committee has created two additional special committees. One is the CALEA Committee which will help refine

APCO International's relationship with CALEA and broaden it. The other committee will be Broadband Committee and the intent there is to enhance APCO's involvement similar to the Spectrum Management Committee. Broadband is the new spectrum; it is IP based, partly radio, and involves a different set of professionals that often sit outside of the public safety agency sphere. The FCC recently sent a notice out for ERIC and stated that they needed public safety broadband technical people on ERIC; APCO responded that there really was no such expertise yet. There is IT, there is RF and in many cases one cannot operate without the other. They are starting to converge. APCO is trying to get out ahead in this new market niche.

7. New Business

- a. **Policy Manual Changes:** First Vice President Gregg Riddle reviewed the following proposed revisions to the Policy Manual:

- i. LRSP Section 2.13, Paragraph 4.3 – Postpone the Board's ratification of the Long Range Strategic Plan (LRSP) to allow for editing following input received by the Executive Council at the Annual Conference.

First Vice President Gregg Riddle noted there is no negative impact on the process because the LRSP will not be fully implemented until we develop and approve the budget for fiscal year 2012. That process begins in early 2011. Having the plan ratified at the next face-to-face meeting in September would be adequate time for its implementation.

East Coast Regional Representative Dave Clemons ***motioned*** to accept the proposed policy manual revision LRSP Section 2.13 referencing Paragraph 4.3. Gulf Coast Regional Representative Pat Hall ***seconded*** the motion.

A verbal vote was taken with no opposition and the motion ***carried***.

- ii. Standing Committees Section 7.2, Paragraph 5.3

The Chair of the Credential Committee shall be the most recent Immediate Past President serving on the Committee who is not currently a member of the Executive Committee.

First Vice President Gregg Riddle explained that this would create a situation analogous to the chair and vice-chair arrangement on other committees. The Immediate Past President could be mentored into the role of Credential's chair by observing one's predecessor in action.

Gulf Coast Regional Representative Pat Hall ***motioned*** to accept the language as presented. West Coast Regional Representative Gigi Smith ***seconded*** the motion.

A verbal vote was taken with no opposition and the motion ***carried***.

- b. **CAD to CAD Project.** In response to a Board member's inquiry, Executive Director George Rice directed everyone to pages 13 and 14 in the Staff Report for more detail.
- c. **D-Block.** President Dick Mirgon explained some of the history behind the current D-Block initiative and noted that it received a significant boost from the Major Cities Chiefs. After the original auction failed, APCO began suggesting that D Block be taken off the auction block and the build out funded from successful auctions of other spectrum. In January and February, everyone said it wouldn't happen; even our Regulatory Counsel was highly skeptical. We got to the point where not only did we get the bill that they said we weren't going to get, via HR 5081, but now there is S 3625. The introduction of the Senate bill by Homeland Security advocates in Congress caused the Commerce Committee to take notice. This yielded the breakthrough of Senator Rockefeller proposing legislation, and that bill has not dropped yet. President Mirgon and Past President Chris Fischer met with Senator Rockefeller who boldly stated his support and assured them he would take the D-Block off the auction block. There is significant momentum in this direction, but it is no time to rest on our laurels; we need every Board member and every chapter helping to rally co-sponsors.
- d. **In Appreciation.** Gulf Coast Regional Representative Pat Hall stated that after she attended the state conference in Texas, she wanted to say how appreciative she is for the dedication shown by the Houston volunteers and APCO staff and all who have worked to bring everything together for the APCO International Annual Conference in Houston.

8. Adjournment – Dick Mirgon, President

The Board of Directors meeting was adjourned at 4:32 p.m. CDT

Respectfully submitted,

George S. Rice, Jr.
Executive Director

The Board of Directors Minutes will be part and parcel of the formal record of the Board of Directors meeting, and will be retained at APCO International Headquarters.