

APCO–International, Inc. [Not For Distribution Beyond APCO Governing Bodies]

Board of Directors Meeting
Monday, February 14, 2011
Via Teleconference

Attendees:

President Bill Carrow	East Coast Regional Representative Dave Clemons
First Vice President Gregg Riddle	East Coast Regional Representative Jay Groce
Second Vice President Terry Hall	Gulf Coast Regional Representative Woody Glover
Immediate Past President Dick Mirgon	Gulf Coast Regional Representative Pat Hall
Executive Director George Rice	North Central Regional Representative Lynne Feller
	North Central Regional Representative Julie Righter
Deputy Executive Director Mark Cannon	Western Regional Representative Dick Granado
Chief Operating Officer Barbara Myers	Western Regional Representative Gigi Smith
<i>For Branding Discussion Only</i>	CAC Representative Don Whitney
Marketing Manager Lindsey Coburn	
Kevin Miller and Evan Mann of Frost Miller Group	

President Bill Carrow *called* the meeting to order at **1:05 p.m.** EST.

1. Approval of Meeting Minutes

Western Regional Representative Gigi Smith **motioned to approve** the minutes from the September 25 meeting. CAC Representative Don Whitney *seconded* the motion. A verbal vote was taken and the motion *passed with no opposition*.

2. Branding Task Force Report

President Bill Carrow noted that, unless there was objection, the Board would take up the Branding Task Force report as there were staff and consultants who were logged into the web conference primarily to support this item.

East Coast Regional Representative and Branding Task Force Chair Dave Clemons began by reporting out to President Bill Carrow that he had communicated, as requested, with the chair of the Professional Communications Human Resources Task Force (ProCHRT) to solicit that group's comments on branding messages, such as the new "About APCO" boilerplate that was adopted last July. ProCHRT had noted that there was not a specific focus on 9-1-1 communications in the branding messages. President Bill Carrow explained to the Board that when the Executive Committee had met with ProCHRT, it had agreed to facilitate communications with the Branding Task Force to ensure that the organization's message is as inclusive as possible. Chairman Clemons asked if the Branding Task Force should scale back its focus to be more directed toward comm center personnel and President Carrow indicated that the messaging should remain all-inclusive.

Chairman Dave Clemons then briefed the Board on the progress of the Task Force and presented several logo concepts from a broader sampling that the Task Force had reviewed. Kevin Miller and Evan Mann of the Frost Miller Group (FMG) explained the logo development process. Several logos were intentionally developed to retain a "look and feel" similar to a shield or badge.

One logo that attracted the most comments, Example 2b, depicted a stylized image of people morphing into audio waves. Immediate Past President Dick Mirgon said he felt an instant connection to this image, which presents a useful metaphor for how APCO professionals work to move data technically and ultimately through people. Second Vice President Terry Hall commented on the need to connect imagery with non-RF communications processes as well. First Vice President Gregg Riddle noted that Example 2b potentially embodies that connection; the people imagery certainly implies a connection to the “public” in public safety.

Chairman Dave Clemons expressed the challenges the Task Force had in that communications does not have a universal symbol and the increasing number of agencies that are civilian who don’t identify with the badge. He added that the current logo is viewed largely as connected to police, and that the lightning bolt is not immediately recognizable as communications. North Central Regional Representative Lynne Feller offered that the incorporation of the words “public safety” in the existing logo is what ties it the most to public safety. Gulf Coast Regional Representative Woody Glover stated that the examples do not show what APCO is about and added that the effort was intended as a branding, not a re-branding effort. CAC Representative Don Whitney asked whether the graphics could be used without the wording. FMG Consultant Evan Mann added that the integrity of the mark should typically be kept intact, without a single element pulled out.

FMG Consultant Kevin Miller stated that this discussion was intended to elicit comments, not to conclude the examination. Chairman Dave Clemons noted that the Branding Task Force will duly consider all comments. Executive Director George Rice briefed the Board that it is the intent of the Global Alliance partners to revisit the use of the badge motif in their logos. This was a topic that the partners had raised at the October meeting and were pleased to learn that APCO International already had a branding effort underway. The Global Alliance is meeting, again, in a week and Mr. Rice said that he expects that the Alliance partners will be eager to learn of our progress.

3. Policy Manual (PM) Amendments

a. PM 3.1 (Chapter Organization)

The Board resumed the regular order of business on the agenda and considered two proposals for amending the Policy Manual (PM).

Gulf Coast Regional Representative Woody Glover ***motioned to approve*** the amendments to PM 3.1 (Chapter Organization). Western Regional Representative Dick Granado ***seconded*** the motion. Western Regional Representative and Bylaws Group Leader Gigi Smith reminded the Board that this revised language reflected a softening of language presented at the September 25 meeting. It is intended to guide chapters on the proper format for their bylaws and policies.

First Vice President Gregg Riddle wondered why subsection 6.3 remained, which was a section he had suggested be removed as too detailed. Bylaws Group Leader Gigi Smith noted that it was toned down to be less prescriptive. Gulf Coast Regional Representative Woody Glover and North Central Regional Representative Lynne Feller suggested the 6.3 language would be helpful to some chapters who need more guidance by recommending, not forcing compliance with, a specific format.

Bylaws Group Leader Gigi Smith recalled the Board having discussed at its last meeting the removal of subsections 4.2 and 4.3 that were persuasive in nature. They seem to be making the case for the addition of a Chapter Commercial Advisory Member (CCAM), but do not add to the policy requirements articulated in that section. CAC Representative Don Whitney said he remembered that discussion as

well and would support deletion of the two subsections as no longer necessary now that CCAMs are firmly established in many chapters. Without objection, the Board agreed to include these deletions as part of the motion.

A verbal vote was taken and the motion, as amended, *passed with no opposition*.

b. PM 13.15 (Team Award)

North Central Regional Representative Lynne Feller *motioned to approve* the addition of PM 13.15 (Team Award). Gulf Coast Regional Representative Woody Glover *seconded* the motion.

Bylaws Group Leader Gigi Smith briefed the Board on the new section 13.15 as implementing the new award approved by the Board at its September 25 meeting. President Bill Carrow reminded the Board that the Awards Committee was authorized to solicit nominations for this award and is currently doing so. Bylaws Group Leader Gigi Smith noted that one use of the word “the” in subsection 1 seemed out of place and that, under subsection 2.9, the reference to “a representative” should be clarified to read “one representative” be granted a day pass to attend the award ceremony. Without objection, the Board agreed to include these changes as part of the motion.

A verbal vote was taken and the motion, as amended, *passed with no opposition*.

4. FY2011 Financial Update (Six Months) & FY2012 Budget Timeline

Deputy Executive Director Mark Cannon referenced the quarterly financial report that was recently released by the F&B Chair Dave Saffel to the Executive Council. He briefed the Board on the mid-year status of the FY 2011 financials and offered that he and Executive Director George Rice are both encouraged by the current fiscal trends. APCO is currently on track to complete the fiscal year with a slightly positive balance. He also briefed the Board on the timeline associated with the development of the FY 2012 budget, which will be reviewed by the Board at its spring meeting.

5. Old Business

a. Public Safety Alliance

Immediate Past President Dick Mirgon reported on APCO involvement in the Public Safety Alliance Week that just concluded, which included a White House briefing on the federal budget to be formally released today that contains \$10.7 billion for D-Block allocation and funding and preparation for a Senate Commerce hearing on February 16 in support of S. 28. Separately, First Vice President Gregg Riddle reported that the IACP, IAFC and NSA and related groups affiliated with PSA would like to be publicly supportive of APCO positions on NG 911 and that they plan to issue a statement that APCO is the authority on 911. President Bill Carrow expressed thanks for Immediate Past President Dick Mirgon’s efforts and that of the APCO staff and consultancy team.

b. ProCHRT

President Bill Carrow briefed the Board on recent activities associated with the Professional Communications Human Resources Task Force (ProCHRT). He noted that the Task Force has gathered information from most chapters and states, though still seeking information from New Jersey. The Task Force will convene again soon, and its charter may be extended into the next program year.

c. Tech Roundtables

Executive Director George Rice reported on the initial outcomes from the first APCO Technology Roundtable and on plans for the following three instances to occur over the remainder of the spring. He talked about a change in the format that was made late in the planning, which seemed to work well. The day was co-facilitated by two people and subject matter experts played a role in providing mini-briefings at staggered parts of the day to spark discussion and further interaction by the participants. Western Regional Representative Dick Granado participated in the event and offered his perspective. He noted that the event definitely had a “roundtable” feel in which participants were actively engaged and free to offer insights, comments and opinions. There was a good energy in the room. Chief Operating Officer Barbara Myers responded to questions from East Coast Regional Representative Dave Clemons and CAC Representative Don Whitney about the registration process, pricing, the role of sponsors, and the continued outreach for the future sessions.

d. APCO Global Congress

Executive Director George Rice briefed the Board on recent planning and developments associated with the 2011 APCO Global Congress, as well as initial plans for the 2012 event to occur in Doha, Qatar.

e. Branding Task Force

[This update was covered earlier in the agenda; see item #2.]

f. Special Conference Task Force

North Central Regional Representative and Special Conference Task Force Chair Lynne Feller briefed the Board on a meeting the Task Force held the Western Regional Conference. Chairwoman Lynne Feller shared that the group’s review of the site selection process is ongoing and they will be ready to present recommendations by summer at the latest. Meanwhile, the information that they gleaned from a brief study of suitable convention space across the country necessitates that APCO alter its site selection process in that not each region can produce five site prospects that meet the needed specifications. Specifically, she noted that North Central has only 2-3 sites within its region that meet all specifications, which is the next region in the rotation for 2016 site selection.

President Bill Carrow noted that the Executive Committee took up the recommendation of the Task Force at its last meeting and voted to amend Article I (Site Selection), Subsection E (Staff Responsibilities) of the Annual Conference Manual by adding a new clause:

1.c.iii “ When a region is unable to produce five eligible cities, staff is authorized to research and select additional cities outside the regional rotation schedule for consideration.”

First Vice President Gregg Riddle explained that the Board’s ratification of this action does not require a motion, just a simple majority vote. Additional discussion was prompted by questions from Western Regional Representative Dick Granado, Gulf Coast Regional Representative Pat Hall, and CAC Representative Don Whitney. Chairwoman Lynne Feller explained that the process soon to be underway for 2016 site selection would begin, as in the past, with Conference staff searching for the best “fit” within the region, but they would be authorized to pull in sites from other regions to reach a total of five for bid comparison purposes. Staff would continue, as in the past, to select the top three from the five bids based on a range of meritorious criteria to forward to the Board for final selection. Gulf Coast Regional Representative Woody Glover asked whether the new language should reference only the specific region or rotation year.

Chairwoman Lynne Feller felt such clarification was unnecessary since the new clause would only be invoked in a region not able to produce five eligible cities.

President Bill Carrow called for a vote to *ratify* the amendment. A verbal vote was taken, and one dissenting voice was registered.

6. New Business

a. Chapter Development

President Bill Carrow reported on prior requests made via email to all regional representatives who have been sharing information back with him regarding the frequency and nature of meetings being conducted at the chapter level. He noted that this exploration revealed that some chapters are not meeting. The Board discussed how best to follow up with specific chapters to ensure that each chapter conducts the most robust and interactive meetings possible.

b. Heritage – Historian Transition

First Vice President Gregg Riddle briefed the Board on the current situation with coordination of the APCO historical collection at Bradley University (Peoria, IL) and posed some general questions regarding future funding, the location for the collection, and suggested that the Heritage Foundation Advisory Committee be combined with the Historical Committee. East Coast Regional Representative Jay Groce inquired as to the possibility of acquiring further funding, for which First Vice President Gregg Riddle explained the great difficulties the Foundation has had over many years in seeking and securing such funding. He noted how the Radio Club of America (RCA) was establishing a collection that could be a possible vehicle for a shared collection. Second Vice President Terry Hall noted that RCA is at the stage of staffing its effort. Immediate Past President Dick Mirgon explained the fiduciary difficulties associated through the years of maintaining a Heritage Foundation Advisory Committee separate from the Historical Committee. Board members expressed general agreement about merging the two efforts with potentially management of the Bradley Collection being a subcommittee responsibility under the Historical Committee going forward. First Vice President Gregg Riddle said the Executive Committee would take these views under advisement as it begins its committee appointments process for FY2012.

c. Open Discussion

While noting that the time allotted for the meeting was nearly expired, President Bill Carrow called on each Board member and staff person present for any additional comments or updates. Western Regional Representative Gigi Smith initiated a brief discussion on board development. She reminded her Board colleagues that this was a topic discussed during the fall Board workshop and one hope of the Strategic Governance Implementation Task Force was to entice more people to run for elected office. She wondered if the current nominations process should be reexamined in light of there still seeming to be one candidate emerging in each cycle. Immediate

Past President Dick Mirgon noted that the Credentials Committee raised a similar concern. In the short term, Second Vice President Terry Hall asked that a clause be reexamined to determine if, as it appears, that nominations from the floor are not permissible in the case when an eligible candidate is on the ballot. Immediate Past President Dick Mirgon cautioned that accepting nominations in such an instance would constitute a departure from past practice. President Bill Carrow asked Bylaws Group Leader Gigi Smith to explore the issue through the Bylaws Committee. Western Regional Representative Gigi Smith also suggested adding an update on TACT to the agenda for the next meeting.

7. Discussion of Next Meeting

The next Board of Directors meeting is set to occur in conjunction with the Leadership Awards Dinner on Tuesday, May 17, 2011 at **1:00 pm EDT** to be preceded by a Board workshop in the morning.

8. Adjournment

Western Regional Representative Gigi Smith ***motioned*** to adjourn the meeting. A verbal vote was taken and the motion ***passed with no opposition***. The meeting adjourned at **4:07 p.m.** EST.

Respectfully submitted,

George S. Rice, Jr.

Executive Director

The Board Agenda will be part and parcel of the formal record of the Board of Directors meeting and will be retained at Headquarters.