

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

Executive Committee of the Board of Directors Meeting
March 27, 2012
Alexandria, VA

Attendees:

President Gregg Riddle
First Vice President Terry Hall
Second Vice President Gigi Smith
Immediate Past President Bill Carrow

Executive Director Derek Poarch
Chief of Staff Mark Cannon

Call to Order: President Gregg Riddle *called* the meeting to order at 4:08 pm EDT.

1. Approval of Minutes

First Vice President Terry Hall *motioned* to approve the minutes of January 18 and February 23. Immediate Past President Bill Carrow *seconded* the motion. A verbal vote was taken and the *motion passed with no opposition*.

2. Jack Daniel Award

First Vice President Terry Hall *motioned* to recommend to the Board the creation of the Jack Daniel award as proposed by the Commercial Advisory Council. Second Vice President Gigi Smith *seconded* the motion. A verbal vote was taken and the *motion passed with no opposition*.

4. First Recipient of Jack Daniel Award

Second Vice President Gigi Smith *motioned* to recommend to the Board to honor Jack Daniel as the first recipient posthumously of the Jack Daniel Award as proposed by the Commercial Advisory Council. Immediate Past President Bill Carrow *seconded* the motion. A verbal vote was taken and the *motion passed with no opposition*.

5. Life Member Nominations

First Vice President Terry Hall *motioned* to ratify the Life Member Nominees of Paul Mayer (OH) and Tony Harrison (FL) as recommended by the Credentials Committee. Second Vice President Gigi Smith *seconded* the motion. A verbal vote was taken and the *motion passed with no opposition*.

5. CSRIC III Travel Authorization

First Vice President Terry Hall *motioned* to earmark available funds from Project LOCATE Deployment to reimburse member and staff travel associated with service on CSRIC III panels. Immediate Past President Bill Carrow *seconded* the motion. A verbal vote was taken and the *motion passed with no opposition*.

6. Chapter Logo Conversion Policy

First Vice President Terry Hall *motioned* to adopt the following policy on chapter logo conversion consistent with recent actions taken by the Branding Task Force in updating the *Logo Standards and Style Guide*:

“APCO International encourages all chapters to as soon as practical integrate the new shield design into their logos and phase out the previous badge motif, except for historical reference. In the interim, a chapter may feature the new APCO International logo alongside an existing chapter logo (as opposed to integrating the two). Ultimately, we expect all chapters to convert to a design for their chapter logos that integrates the new shield and related design elements (i.e., matching fonts and color palettes) consistent with the guidance in the updated Logo Standards and Style Guide (see page 11) no later than July 1, 2013.”

Immediate Past President Bill Carrow *seconded* the motion. A verbal vote was taken and the ***motion passed with no opposition***. The Executive Committee also requested that formal letters of appreciation be issued to members of the Branding Task Force for its service throughout 2010 and 2011.

7. Amendment to PM 6.7 (Officer Election)

Second Vice President Gigi Smith ***motioned*** to adopt an amendment to Policy Manual 6.7 to clarify that the APCO member database would be made available upon request to a mail house of each candidate’s choice for generating mailing labels for one-time use during the campaign period. Immediate Past President Bill Carrow ***seconded*** the motion. The Executive Committee agreed that using a mail house intermediary was important to guard against the misuse of member data. A verbal vote was taken and the ***motion passed with no opposition***.

8. Other Business

First Vice President Terry Hall ***motioned*** to cancel the APCO Global Congress (AGC) scheduled for May 1-3, 2012. Immediate Past President Bill Carrow ***seconded*** the motion for discussion purposes. Mr. Hall expressed concern that, despite the staff’s best efforts, that the AGC was heading toward a significant loss for a second year in a row and felt that it may be best to save face and cancel the show even if cancellation fees at this point would exceed the projected loss of going forward. Executive Director Derek Poarch explained that he was prepared to make such a recommendation a month earlier until calculations showed an estimated loss from cancellation (\$190,000) to be just too high to justify at that late stage and worse still today (\$225,000) with the passage of more time. He explained that, in the alternative, the staff is trying to cut costs wherever possible. Msrs. Hall and Carrow ***withdrew*** their motion.

Adjournment

The meeting was adjourned at 4:23 pm EDT.

Respectfully submitted,
Derek Poarch
Executive Director

The agenda will be part and parcel of the formal record of the Executive Committee of the Board of Directors meeting, and will be retained at Headquarters.