

Topics: Fall Registration Fee Spring 2015 Conference Fee
Sponsorship Fees Mileage Reimbursement

Submitted by Stephanie Miller: Fall Registration Fees

Should we raise the Fall Workshop Fee to say \$65 or \$70 OR leave it at \$60 with the membership fee remaining the same at \$25? The only reason why I asked is because I know that the food and printing of materials has been a little more expensive in the last 2 years. If I am not mistaken, we cut back on the morning pastries last year in an effort to keep the costs down.

Discussion:

Phillip Nelson: Currently researching possible pricing for advertising at the Fall Workshop by signage, printing, etc. Go with \$70-75 for the fall one day conference. The cost of conferences has gone up. A small increase will help offset the cost of food and materials are needed.

Betty Edwards: Agree to keep 2014 fee at \$60. Keep registration fee for all workshop at current rate to encourage more colleges in Alabama to send more financial aid staff.

Stephanie Miller:

Received the following information as a form of discussion:

1. We need ways to generate income, to cover unforeseen issues as: lack of sponsorships for the conference, etc.
2. Our dues are 'cheap' and are affordable for individuals, but fees are paid by the schools and a \$5-\$10 increase is not a big increase.

Jay Powell:

I am not opposed to increasing the workshop fees if it does not prevent schools/individuals from participating. I want the training to be available to anyone that wants to participate. I know of at least 1 school that was unable to attend due to lack of funds. I have not seen any estimates as to expected income and expenses so I will attempt to project some numbers.

Income: \$7500 Workshop Fees (125 registrations x \$60)

Fall 2013 had 106 registrations. If we promote the workshop and increase the attendance, we can increase income without raising fee.

\$1000 Vendors / Sponsors

I realize this in uncharted territory, but vendors/ sponsors are crucial to AASFAA keeping cost of events affordable for members.

\$8500 Projected Income

Expense: \$3000 Food (125 x \$24/prson) \$24 is 5.5% increase per person over prior year

Fall 2013 food cost were \$241 or approximately \$ 22.75 / person (\$2400 / 106)

Printing Cost \$0

\$ 3000 Projected Expenses

Projected Net income # 5500.00

This would represent a 50% increase in net income of \$3661.87 without increasing fees.

(5500 – 3661.87) / 3661.87.

Kevin Ammons:

Leave the membership fee the same and increase the Conference fee by \$25. Conference fee would be \$225 in Auburn. I propose this because of the feedback received by increasing membership dues (which at the two year level is paid by the individual not the school) last year. If you increase your conference fee by \$25, that is \$100 in additional income for every four attending the Spring conference. Based off of last year figures, we had a total 114 complete full conference registrations. That would increase \$2850 in additional monies (114 x 25).

Vote of No to increase fee.

Final Vote on Fee;

3 votes No 2 votes Yes Motion does not pass.

Submitted by Kevin Ammons: Spring 2015 Conference Fee

Open discussion to increase Spring Conference 2015 fee to \$225.

Additional \$25 would cushion the increase cost of Association experiences with moving the conferences. The 2014 Spring conference showed that members will come and pay more to attend a nice conference. We can justify the increase of \$25 for three days than an increase at a workshop, specifically when we are not charged for the use of facilities.

Jay Powell: Motion made to increase the fee for the Spring Conference to \$225.00

Kevin Ammons: 2nd made

Discussion:

Jay Powell: Requested to pull numbers from Spring 2014 conference and see projections for 2015 conference before calling the question to a vote.

Stephanie Miller: Discussion/vote will be tabled at this time.

Paul Mittelhammer : Tiered Sponsorship

Tiered system option: See attachment: Includes some extra income for the Fall. For example: Tier 1 would be \$1600 that would include a Fall Sponsorship and Spring Booth with a few additions thrown in to the mix for added value. It should be out the first of next week for a vote.

Responses:

Phillip Nelson

I make a motion we use the proposed tiered sponsorship for 2014-2015.

Jay Powell: Second the motion

Stephanie Miller:

We have motion by Phillip and 2nd by Jay to use tiered sponsorship. Do we have any discussion?

Discussion:

Kevin Ammons: Are there states offering tiered sponsorship? Is this the trend:

Paul Mittelhammer: Yes, here are the states offering tiered sponsorship: FL,GA, NC, MS and SASFAA?

Jay Powell: What are the ATAC programming cost associated with implementing the tiers?

Stephanie Miller : \$175 set up fee.

Jay Powell: Sounds like a good deal based on some of the other quotes that we have received from ATAC. I think by offering the tiered pricing we will easily recoup our start up costs through additional revenue. If possible I would like to be a part of the discussions with ATAC on the programming so that I will know how it will impact the way I use ATAC database. I have no further questions and I am ready to vote. I call the question.

Link tested : http://www.aasfaaonline.org/docs/forms/2014_15_Sponsorship.html

Vote:

The Tiered Sponsorship has been passed by the Executive Board, please ask Paula to begin set up for sponsorship registration using the attached information.

Stephanie Miller: Milage Reimbursement Rate:

According to our P&P, the mileage reimbursement rate is the same as the state rate. As AASFAA is a non-profit organization, I would like to open the discussion to moving this rate to the IRS rate for non-profit organizations which is 14 cents per mile driven in service of *charitable* organizations.

Tabled:

To be discussed at next Executive Board Meeting Oct 2, 2014

Electronic Communication/Minutes

August – September 2014