

BOARD OF DIRECTORS
NOVEMBER 3, 2016
SHERATON AIRPORT
CHARLOTTE, NC

Meeting was called to order at 3:13 p.m. by President Brett Plummer.

ROLL CALL: Members present: Plummer, Burgin, Harris, Few, Rhodes, Sharpstene and Moore.
Members absent: Cox, Brown, Campbell, Eberhardt, Lunsford, Hare, Mather and Thornton.

Plummer made a motion to excuse all except Brown. Plummer noted that his board term expired at this convention. Burgin seconded. Motion carried.

Guests present: Josh Oliver of Marrins' Mooving; Lisa Rivard, Robert Farnum and Cillian Purcell of Gentle Giant; Dean Barrett of Steele & Vaughn Moving; Noe Avellaneda of New World Van Lines; and Scott Michael of the American Moving & Storage Association. Plummer thanked them all for attending.

MINUTES: Minutes for the September 17th board meeting were distributed. Rhodes made a motion to approve; Sharpstene seconded. Motion carried.

TREASURER'S REPORT:

CONVENTION FUND	\$30,218.68
MONEY MARKET	51,663.27
REGULAR CHECKING	1,653.53
SCHOLARSHIP	4,887.43
CD #1	<u>11,321.72</u>
TOTAL	\$99,744.63

Burgin noted that were in good shape financially. Plummer noted that we did spend money to update our website.

Harris made a motion to approve the Treasurer's Report; Rhodes seconded. Motion carried.

COMMITTEE REPORTS:

BY-LAWS: No changes submitted; no report necessary.

CONVENTION: Cox was unable to be at the meeting due to dealing with Hurricane Matthew. Pam said that Cox would like to see the convention shorter in the future. Plummer said we could eliminate Saturday night.

Plummer said he'd like for us to take a poll about whether to have a spring convention or a fall convention. We need corporate sponsors to help us and most of them are busy attending van line conventions. We've got a good core of sponsors, but we need more. He thinks we can do it. Maybe changing to spring when they aren't so busy might help.

Rhodes said he's for a spring convention. We're not as busy and it might be easier to get away and we're not competing with the van lines.

Pam said we need to consider that our member's cash flow is not as good in the spring and we have a lot of holidays to work around – spring break and Easter.

Plummer said that Unigroup is moving to every other year; their attendance is down also.

Pam said that Illinois has only a one and a half day convention in the spring and then has a fall golf outing with their board meeting in the fall.

Harris said he would prefer to keep the golf tournament as it is now and do away with Saturday night.

Plummer said he's afraid that if we split it up, not all vendors will come to both meetings. He thinks we can do late March or early April.

Pam reported that we've got about 135-140 people. Our sponsorship money is down this year and we are not going to make our room block commitment. It could be as much as \$10,000. She's not sure how much the hotel will be us for the shortfall.

Moore thinks we should poll our membership and tell them that we are considering reevaluating the date and the length of the annual conference. Would you prefer spring or fall? Would you like for it to be shorter or stay the same.

Moore said we could poll the people who are here and then send it out to the membership.

Plummer said we also need to ask our members what they would they like to see in the convention – what it would take for them to attend.

Barrett said we will always have to fight with the van lines and the holidays for dates.

LEGAL/LEGISLATIVE/INSURANCE: See written report submitted by Harris and Lunsford.

Plummer said our meeting with Commissioner Beatty went very well. Commissioner Beatty is on top of doing something. He said that we are going to use the Highway Patrol's Publicity Agency. Plummer's stepbrother is a part of this and he said would help out.

Plummer said getting the law changed so other state agencies can charge illegals is a whole different challenge. Part of the focus of the Task Force is to attend the District Attorney's conference in the spring.

Moore said he started collecting roadside signs for an illegal mover. He and his employees have collected over 1,600 since May. He has turned them in and the person says he is only brokering moves, not performing them.

Barrett asked if it helped when you talked to consumers about illegal movers to explain what they are. Does the board think it would be a good idea to put some money in an advertising campaign in March

and April? Time Warner ads are affordable and it might build value to our members if we show the effort of getting the word out. Maybe we could get the Highway Patrol on board. Show our membership that the association is trying to do something about the illegal move problem.

Farnum asked if would make a difference if the public knew about illegals. Moore said in his experience, they don't care. They only want cheaper.

Plummer said the attorney general's representative needs people to come forward. The problem is that consumers are scared because the illegal mover knows where they are at.

We have no idea what percentage of moves are being done by illegals. Pam said one illegal testified that he did 250 moves.

Moore said they are running under the radar. The guy who has the signs may have five or six different people doing moves. They are being paid in cash under the table so it is very hard to catch them. Cynthia Smith told Moore that he told her that is farming the moves to people on Craig's List. The customer is being charged \$65-\$75/hour and he is taking a 20% referral fee.

Few said he has success educating the realtors in his area. They are very big on licensing and once they learn about licensing, they want to use legal movers. We have to educate our own community.

Farnum said a social media campaign could help us; if we can get people to tell their story. Plummer said Facebook is big; Barrett said LinkedIn also. He feels that a social media campaign would be more powerful than a billboard on I-40.

Plummer said we should get some good discussion at the business session on Saturday.

Hopefully Beatty will be reappointed to the Commission in June. Commissioner Patterson was also at the meeting and he is a very good source.

MILITARY AFFAIRS: See written report submitted by Rhodes.

Rhodes said the military is in the middle of a Deep Dive Review, ordered by the Commander of US Transcom. They are evaluating issues from their side of things. Scott Michael said the general said it will be completed by February.

Rate Filing dates has been announced for 2017.

NEW MEMBERS DEVELOPMENT/CORPORATE SPONSORSHIP: See written report submitted by the committee. Our total membership went up by 4 this year.

Plummer said there are about 270 certificated movers; we've got 160. We need to reach out to them. Pam will send the spread sheet by region out again.

Plummer said last year when the convention was in Raleigh, he went and visited several movers. They appreciated it. They were members, but didn't know the advantages of their membership. We've got

most of the bigger companies, we need to work harder on getting the smaller movers. They need to be made aware of how it will help their company.

Plummer said that another growth area is corporate sponsorship. We've got some new ones. The BBB is here again this year. He feels we need more sponsors to help use move forward and grow. We need new vendors. We can't rely just on our main core of sponsors. Gateways is no longer a big sponsor and that is a big hit for us.

If you know of any sponsors, reach out to them. Then let Pam know, she'll send them the paperwork to get set up.

NOMINATING COMMITTEE: See written slate submitted by Moore.

Burgin made a motion to approve the slate; Travis seconded. Motion carried.

PUBLIC AFFAIRS/TARIFF OVERSIGHT: No report submitted.

SCHOLARSHIP: See written report submitted by Mather and Sharpstene. It was suggested that we look into having electronic submission of the applications for next year.

SEMINAR TRAINING: Burgin reported that we will have the Electronic Logging Device seminar on Saturday afternoon. We are looking into having another claims/valuation seminar next year.

TECHNOLOGY/IT: Plummer said we will be introducing the new website at the Saturday business session. It looks a lot better.

EXECUTIVE DIRECTOR: See written report submitted by Pam

OLD BUSINESS

NEW BUSINESS

Plummer said we would have a called board meeting Saturday after the General Business Session. He will be making committee assignments and we will set some dates for board meetings. He asked the board to think about what their strengths were. If you have a preference, please let him know. He doesn't want to assign someone to a committee that they aren't interested in.

Some committees will need to meet between the quarterly board meetings, so we can get more things done. Recruiting new members and new sponsors need to be focused on all year.

Plummer said we've got some good things going on and we've got more work to do.

He reminded the board to take the time to thank our sponsors for being here. Be sure to visit them all and pay attention to what they are selling.

Plummer thanked Scott Michael for attending the board meeting and coming to speak. Appreciate Scott being here.

Plummer asked the guests to leave the room while the board goes into Executive Session.

EXECUTIVE SESSION:

QC Fast Moving and Titan Moving Services were submitted for membership.

Harris made a motion to accept both; Rhodes seconded. Motion carried.

Harris made a motion to adjourn; Sharpstene seconded.

Motion carried.

Meeting adjourned at 4:32 p.m.

Tharris; Rhodes

4:32 p.m.