

**NORTH CENTRAL BUSINESS EDUCATION ASSOCIATION
BOARD MEETING
Electronic Meeting
February 26, 2018, 2:43 p.m. through March 3, 2018, 12:20 p.m.
Minutes (Approved March 29, 2018)**

1. **Call to Order** – President Jason Hendrickson sent the email which called the meeting to order on February 26, 2018 at 2:43 p.m. (Appendix A)
2. **Roll Call** - With 12 voting members participating, a quorum was established.

X	Jason Hendrickson	President
X	Tina Trumbower	President-Elect
X	Matt White	Past President. Ohio State Membership Director
X	Colleen Webb	NCBEA Director on the NBEA Board
X	Robert Murray	Minnesota State Membership Director
X	Cathy Carruthers	Secretary
X	Sue Elwood	Regional Membership Director, Newsletter Editor, Webmaster
X	Rhonda Schmidt	Ohio State Membership Director
X	Brian Wolfe	Indiana State Membership Director
X	Stella Hull	Treasurer
X	Michelle Gibson Hermann	Wisconsin State Membership Director
X	Theresa Bynum	Missouri State Membership Director
	Kathy Mountjoy	Illinois State Membership Director
	Pat Pearson	Michigan State Membership Director

3. **New business**

A. Email meeting initiated with this email from President Jason Hendrickson

“The Executive Committee has asked me to send this again to you all and ask for input. Are we willing to move on to producing a small event for the 2018 year? With the understanding of trying to make this grow for the 2019 year. The dates given for the 2018 were evenly 50/50. In terms of offering something for the 2019 vs. 2018, the 2019 had the majority (small percentage of votes overall), over the 2018 votes.

If I can get someone to make a motion and it can receive a second, we can proceed to discussion. If there is no discussion, then we can proceed to vote. My timeline is as follows:

Tuesday, February 27: Receive a motion and second

Wednesday-Thursday, February 28-March 1: Discussion if needed (close discussion at 12 noon EST on Thursday)

Friday, March 2: Begin working on project depending on how the vote checks out

We will need an ad hoc committee to work on this project if you are interested, please let me know. Thanks!"

B. MOTION – Received from Robert Murray, Minnesota Membership Director, on 2/17/18 at 11:59 a.m. "I move that NCBEA produce a Professional Development event, in association with Disney, for the 2018 year." MOTION SECONDED by Matt White, Immediate Past President, on 2/27/17 at 12:01 p.m.

C. From President Jason Hendrickson 2/27/18 at 3:39 p.m.

"The motion to produce a Professional Development event, in association with Disney, for the 2018 year has been made, and properly seconded. At this time, we will open the floor for discussion."

Discussion followed.

Robert Murray – "How many people completed and submitted the survey?" Jason Hendrickson – "33"

Michelle Gibson Herman – "Based on the 33 respondents, the dates for June 2018 being 50/50 with a slight more interest for 2019, would it be more advantageous to promote this opportunity to for June of 2019 and allow a little more time to plan the event? I understand that these rates are based for only the event at Disney, but would Disney have the option to give a block rate available at the All-Star Resorts? I would think that you may draw more people to the event if there was a block option for hotel and ticket availability for spouses/kids/others? Or at least offer the option?"

Could this opportunity be also promoted as way to use Perkins funding? If so, individuals would need to enough time to budget this into their department monies.

Comment/Thoughts: Just worried that with only 2.5 or so months out, that response would not be as high (On a personal note, I would be very interested in attending, but we, as a family, have already booked our vacation during that time for this summer--I am curious if others have planned out their vacations as well for the summer months)"

Tina Trumbower – "We may also need to keep in mind that FBLA has their National convention the last weekend of June/First few days into July every year."

Jason Hendrickson – “Yes, Disney requires a 10 minimum for participation. Excellent points that you brought up. I also know that they require a 25 minimum for the dessert package. So that would be one less thing that we would have to charge this year, if we are thinking a smaller number.”

Jason Hendrickson – “All valid points. The hotel is a block rate through Disney at a Value property, such as All-Stars. We have to pre-purchase the tickets and sell them to the teacher attendees. They can purchase a few for their family at a discount, of course. However, Disney specified that they would like us to make sure that this is marketed as a PD event first and foremost, vs. a family vacation.”

Rhonda Schmidt – “Just a thought here...would it be advantageous for our NCBEA board to go this year to get a feel for how it will work and then REALLY promote it for Summer 2019? We could still have a few teachers go outside of the board to meet our 10 number. I think if we each experienced it we would be able to share how awesome the experience is. I know a lot of teachers may have already made their professional development plans for this summer already, or are in the process of doing it now.”

Colleen Webb – “**Concerns:** No advance planning committees have been formed and named--- there are a lot of decisions to be made before the details can be released to membership...a lot has to happen in a very short amount of time...can this happen?”

Spending deadlines in some states are right around the corner and teachers have received no advance warning such as “save the date.”

Some major marketing avenues have passed
 The newsletter has gone out and nothing was mentioned in the copy
 The time to market this 2018 event during our state conventions has passed
 Some school districts may be in session making up snow days until at least June 15, perhaps even into the next week

The Board has not voted on a dollar amount for profit to be added to the base cost, another decision that must be made in a short time

Advance planning for how we received registrations, how we are going to collect monies, who is going to collect monies has not been established by the Board

The FBLA event is right around the time of both calendar possibilities...could have an impact on participation. My September Board meeting notes stated after July 4 holiday, so I am confused on the dates

I support the event but at this late date, another concern was also expressed by Michelle---how many have made summer vacation plans already but would have done this and included their families...the prices are really a good deal...but also think about extending the Disney visit time...before or after the dates.

Like Michelle, my vacation plans have already been made so I will not be able to participate this year but will support the fundraiser.”

D. Call to Vote – from President Jason Hendrickson, on 3/2/2018 at 12:23 p.m.

E. Voting began at 2:03 p.m. on September 2, 2017, with the following voting:

8 Yes

0 NO

5 Absent (did not vote)

So it looks like we are going to try to move forward with having something in 2018. At this time, I need to put together an Ad Hoc committee for this task. Matt has already volunteered to assist. Anyone else? I would like to put some type of phone call together the first of the week to hash things out. Thoughts?

F. MOTION CARRIED - From President Jason Hendrickson on 3/3/2018 at 12:19 p.m.

8 Yes

0 NO

5 Did not vote

“So, it looks like we are going to try to move forward with having something in 2018. At this time, I need to put together an Ad Hoc committee for this task. Matt has already volunteered to assist. Anyone else? I would like to put some type of phone call together the first of the week to hash things out. Thoughts?”

4. **Adjournment** – electronic meeting adjourned by President Jason Hendrickson on 3/3/18 12:20 p.m.

Respectfully submitted,

Cathy Carruthers

Cathy Carruthers, Secretary

Appendix A

NCBEA Board:

After extensive research and combing through information, I presented to the Executive Committee information regarding the Summer PD experience at Walt Disney World. This was brought to light at the Fall NCBEA Executive Board Meeting. At this time, the committee agreed that we should move forward with polling for a set of dates that will work best for our membership if this is something they would be interested in doing. The message below was sent to Matt White to send out through Constant Contact to our membership. If you have other avenues of communication (email, twitter, listservs, etc.) please pass this message along. If there are questions regarding pricing I have included a small reference for you, in case you were to get questions. We have not set the price, we want to see if there would be even vested interest to make this idea take off.

Message sent to Matt White to send out through Constant Contact—Feel free to copy and paste and send out through your communication avenues.

NCBEA has been researching a PD opportunity at Disney World in Orlando, Florida. Disney offers a Youth Education Series (Y.E.S.) for secondary and post-secondary students and their teachers/advisors.

During this PD, teachers would attend two morning sessions. In these sessions, teachers would have exposure to highlights of the programming offering, including participating in similar education seminars that your students would attend.

We are researching which possible dates would be in best interest by our members. We are currently looking at the current dates: Tuesday-Thursday, June 19-21, or Tuesday-Thursday, June 26-28, 2018. Of course, this opportunity would be a great way to extend or kick-off a summer vacation with the family. Don't forget, this professional development is a great way for new resources, experiences, and networking that makes for great new projects and opportunities for your students. Not to mention, the option of taking students in the future to attend one of the Y.E.S. series at Disney.

Please access our Google Form to vote for the date range that might best fit your schedule. This link: <https://goo.gl/forms/BLXF1qRDP5RnhbmU2> will take you to the survey. Our survey will remain open for your input through 12 noon EST on Wednesday, February 21, 2018. Thank you in advance in providing critical information to us as we are continuing to add value to your membership!

*Jason Hendrickson
2017-2018 NCBEA President*

Research information for your records—This is for internal use and use of assistance in answering questions if you should get any:

NCBEA—Disney Summer Professional Development

After extensive discussions below is information that we should consider for either moving forward or not with this opportunity for added value membership benefits.

Below you will find information on room rates, ticket pricing, and information regarding a dessert party option for our NCBEA members (guests). I ask you review the information, chew on it for a day or two and respond back to the Executive Committee members through email. I would ask that you respond by Thursday 5 p.m. EST. I mentioned to our contact at Disney that I would confirm the dates one way or another with him by end of the work week.

In my conversation and research, we have looked at the following dates: June 19-21, 2018 or June 26-28, 2018. Either set of dates are Tuesday-Thursday. This would allow for cheaper airfare as usually; Tuesday and Thursday flights are generally cheaper. It also offers a slower crowd for the time each attendee would visit the parks. They are offering one free PD and the second PD would be additional \$32.00. I was told that this could be (potentially) waived, given they are conducting a shorten presentation just for the teachers. I also, attached the information regarding the programs that they have recommended for our group.

There is a positive note to keep in mind. We are only responsible for those that attend. The minimum is 10 guests, the max is 75 guests.

To attend the PD session in the a.m. on the two days (1.5 hours in the a.m. each day), each attendee must have a park ticket. It was recommended that we can either do the following type of track:

Tuesday-Travel Wednesday-PD AM/Park PM Thursday-PD AM/Park PM	Tuesday-PD AM/Park PM Wednesday-Day Off Thursday-PD AM/Park PM	Tuesday-PD AM/Park PM Wednesday-PD AM/Park PM Thursday-Day Off
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The park ticket would be used for their entry to Epcot if they don't have a park hopper ticket. Therefore, if an attendee only purchases the 2-day ticket with-out a park hopper option, then they would have to attend Epcot both days.

Of course, the participants would not have to stay on property. They could choose to use their own housing off property. They could stay even at their own time-share, vacation home, etc. If the attendee uses the property housing, they would call in to the hotel with a direct number given to us. They would book their travel. Once we hit 45 days out from the event (prior), the rooms left in inventory would drop.

The dessert party option is for a 25-guest minimum. Therefore, we would be required to have 25 attendees. They must to have a park ticket to attend the event. There were two options. One at Epcot and one at Hollywood Studios. I recommend the Epcot option. It is roughly \$31.00 per person.

If you wanted to see the math in a quick option, see the table below:

Hotel	\$165.71 @ (3 nights) =\$497.13
Ticket	\$186.43 (2 Day ticket)
Program Fee	\$32.00
Dessert Party	\$31.00
Total	\$746.56

Disney would require NCBEA to collect the fee for the Dessert Party, Program Fee (if not waived), and the ticket. This would then be directly given to Disney for payment. Hotel, airfare, ground transit, etc. will all be direct booked by the attendee. Therefore, we would need to collect (potentially) \$249.43. Of course, our original thought would be to use this as a revenue generating event. Therefore, we could charge a higher fee.

ROOM RATES

- **Value Resort such as *Disney's All-Star Movies, Music, or Sports***
 - \$146.00 (\$165.71 tax inclusive) per room/per night
 - Arriving between May 28th-August 11th, 2018
- **Moderate Resort such as *Disney's Port Orleans: Riverside or Port Orleans: French Quarter***
 - \$216.00 (\$243.00 tax inclusive) per room/per night
 - Arriving between May 28th-August 11th, 2018

Each room sleeps up to four (4) people and will remain the same rate for triple, double, or single occupancy. Please understand there are NO ROOMS currently on hold for your group. If you are interested in placing these rooms on hold, please let me know via email or phone.

TICKET PRICES

Pricing sheet also attached.

One (1) YES program cost is already included in the price below.

Prices: Prices valid January 1st through December 31st, 2018

*****Additional YES Program Fee - \$32.00 per program*****

Ticket Type	Ticket	Tax	Total
2-Day Starter Package	\$ 177.00	\$ 9.43	\$ 186.43
3-Day Starter Package	\$ 207.00	\$ 11.38	\$ 218.38
3-Day w/Park Hopping Ticket Package	\$ 248.00	\$ 14.04	\$ 262.04
3-Day PREMIUM Ticket Package	\$ 258.00	\$ 14.69	\$ 272.69
4-Day Starter Package	\$ 244.00	\$ 13.78	\$ 257.78
4-Day w/Park Hopping Ticket Package	\$ 285.00	\$ 16.45	\$ 301.45
4-Day PREMIUM Ticket Package	\$ 295.00	\$ 17.10	\$ 312.10

5-Day Starter Package	\$ 306.00	\$ 17.81	\$ 323.81
5-Day w/Park Hopping Ticket Package	\$ 347.00	\$ 20.48	\$ 367.48
5-Day PREMIUM Ticket Package	\$ 357.00	\$ 21.13	\$ 378.13

DESSERT PACKAGE

Epcot-\$31.00 (Includes private viewing area along lagoon water, desserts, beverage, and fireworks).

Hollywood Studios-\$31.00 (Includes small section for dessert party, then seats for viewing of the Fantasmic Show).

Thanks,

Jason Hendrickson
2017-2018 NCBEA President