

# STMA Board Meeting Report

The STMA Board of Directors met on July 26 and 27 in Miami, Florida. The meeting was held in Miami to allow the Board to tour hotel and Conference Center options for a possible potential Conference site. It was determined the hotel room costs, food and beverage costs and other conference-related costs put Miami out of the consideration at this point.

The Board approved the minutes of the March 22-23, 2002 Board Meeting as presented. The Board approved the Preliminary Financial Reports for the period ending June 30, 2002.

Mike Trigg, CSFM, distributed copies of the revised Board of Directors handbook and requested review of the material and additional input. The completed handbooks will serve as a reference to current Board Members and to potential Board nominees to help them better understand the commitments required of the position prior to accepting a nomination.

The Board reviewed the positive and negative impacts of various factors involved in making the Conference site selection to better manage the analysis process. Top priority items were identified as: room rates, location and overall costs. Ranked as number 2 priorities were: dates, room proximity to the exhibits, convention center (cost, proximity to hotels, and meeting space). Ranked as number 3 priorities were: flight availability/flight costs, room proximity to other

hotels/networking and outside activities - turf facilities, workshops and golf. The Board directed Executive Director Steve Trusty to pursue Phoenix as a potential Conference site for 2005 and Florida for 2006.

The Board approved the continuation of the Awards Sponsorship Program for another two-year term at the established rate. As Chair of the Website Committee, Montgomery recommended and the Board approved purchase of website statistical analysis services to track the statistical information for the website.

STMA Treasurer and Finance and Audit Committee Chair, Tim Moore, CSFM, recommended the Board approve the 2003 Conference Budget as submitted. After review, the Board approved this budget.

The Board reviewed the 2001 Audit Report and analyzed the negative impact to the year's income to expense ratio of the approved, but unbudgeted, expenses for the STMA Website development and the Minor League Baseball Awards. Future analysis prior to major expenditures may lead the Board to channel such expenditures through the restricted fund, rather than the general fund, account. The STMA overall financial picture remains sound.

Marketing Committee Chair, Vickie Wallace, recommended development of a coordinated marketing program to implement the STMA strategic plan and take STMA to the next level. She referred the Board to the marketing report as submitted and presented a SWOT (Strengths and Weaknesses, Opportunities and Threats) analysis. Wallace noted a coordinated marketing effort would require review of STMA's current status by an outside consultant and guidance for a coordinated plan to implement the short and long range goals of the strategic plan to portray a positive professional image. Components of the program would include upgraded marketing materials and development of an image ad. The Board approved allocation of funding to issue RFPs for a marketing consultant to review the overall marketing plan and how it would relate to the STMA Strategic Plan.

Additional items of Board review included ongoing initiatives in membership, mentoring, website, technical standards, certification, the SAFE Foundation, awards, and nominations. STMA President Murray Cook noted the advancing interest in STMA in the International Market and encouraged Board guidance on international issues for the STMA membership and management in their overseas contacts. The Certification Committee will proceed with a Brochure targeted to the employers of sports turf managers. The Board approved development of an updated STMA Membership Brochure to reflect new programs, the Headquarters move, and the dues increase to \$95.

The next Board Meeting was set for September 30th and October 1st, 2002, in Baltimore, Maryland.



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