

Minutes ERA Board of Directors February 15th, 2017

President Mike Dietrich called the meeting to order at 6:30 pm CST.

Attendees: Jessica Myers, Art Glass, Ronnie Charnes, Alan Reynolds, Bob Thomas, Jerry Kieffer, Lynn Gross, Mike Schroeder, Mike Dietrich, Kenny Turner, John Prinvale, Michele Schroeder, Daren Roggentien.

1: Treasurers Report:

- a. Mike Schroeder presented a Profit and Loss Statement for January 2017.
- b. Mike reported a balance of \$43,654.96 in the ERA Checking Account.

2: Membership Report:

- a. Mike Schroeder reported that he and Michele have been working on the Membership Database and have been making a lot of changes.
- b. Michele Schroeder reported that she has started making phone calls for the Membership Retention. Michele informed that she is starting alphabetically with past members that had not renewed in the last year. So far she has made 25 calls with the following results.

3- have rejoined.

6- have gone out of business or were in the process of closing.

3- business has been slow.

4- needs to call back

4- having problems getting ahold of the right person.

5- needs to call back after April.

Lynn Gross asked how many past members were on the list. Mike Schroeder informed that there were 65 and possibly more from 2016. The total list includes Members and Guest Members from 2004.

3: Technical/ Training Committee Report:

- a. Lynn Gross reported that there were no new videos for the month. Lynn added that Glen McLaughlin is working on a video.

4: Exchange Magazine Report:

- a. Bob Thomas reported that the February issue of the Exchange Magazine went out early and the March issue will be going out early as well.
- b. Bob reported that he is working on the April issue.

5: Exchange Magazine Advertising Report:

- a. Stephanie Schroeder was unable to attend the meeting.

6: ERA Trade Show Report:

- a. Mike Dietrich reported that the ERA Trade Show Committee met on February 7th and everything is on track.
- b. Mike Schroeder reported that as of February 9th there has been 83 room nights reserved and more are being added every day. Mike added there have been 20 large booths and 7 small booths reserved with only 2 large booths and 1 small booth left to fill for the Trade Show floor.
- c. Mike Schroeder informed that the Menus for the lunch buffets and the Sunday morning breakfast will be finalized by March 7th.

7: ERA Web Site Report:

- a. Jessica Myers reported that the ERA Web Site has been running good. Jessica added that some problems had come up with the Trade Show Registration and she has contacted the Server and the problems seem to be corrected.
- b. Jessica reported that she has been helping members with password problems.

8: Old Business:

a. Online Shipping Costs:

- 1: Mike Schroeder reported that there has been an increase in the cost of printing the labels as well as an increase in the cost of shipping the labels. After discussion a motion was made by Lynn Gross to accept whatever the Executive Board sets as a price increase. Ronnie Charnes made a second to the motion. All ayes. Motion approved. Mike Schroeder will get the figures together and forward them to Mike Dietrich. Mike Dietrich added that when the price increase is approved Jessica needs to post them on the ERA Web Site and add in Bold printing that the cost includes shipping.

9: New Business:

a. Exchange Magazine Subscriptions:

- 1:** Jessica Myers informed that she would like to add a subscription form for the Exchange Magazine to the ERA Web Site Home Page. Mike Schroeder informed that the cost of printing stays the same with the printers no matter how many copies are printed. Mike added that the cost of mailing the Exchange Magazine right now is \$2.03 per month for U.S. Mailings and \$3.33 per month for Canadian mailings. The ERA is currently charging \$35.00 for extra subscriptions for ERA Members and \$65.00 for Non-Members. After discussion these costs need to be revised. After the pricing is adjusted Jessica will add this information to the ERA Web Site Home Page on Exchange Magazine Information and in the Forums under ERA Announcements.

b. Exchange Magazine Binders:

- 1:** Lynn Gross asked if the Exchange Magazine Binders could be added to the ERA Web Site to be purchased online. Jessica will add this.

Being no further business a motion was made by Art Glass to adjourn the meeting. A second was made by Lynn Gross. All ayes. Meeting adjourned at 7:15 pm CST.

THE NEXT ERA BOARD OF DIRECTORS MEETING IS SCHEDULED FOR MARCH 15TH, 2017 AT 6:30 PM CST.

Respectfully submitted.
Daren Roggentien.
Secretary.