

Minutes of 08/01/2014 Leprecon, Inc., Quarterly Board Meeting

Date: Friday, August 1, 2014

Location: Rudy's, 7300 West Chandler Boulevard, Chandler, Arizona

Meeting called to order by Mike Willmoth at 7:17 p.m.

Voting Board Members present: Mark Boniece (L38, expires August 2014), Jean Goddin (expires August 2014), Patti Hultstrand (L39, expires August 2015) Kevin McAlonan (Secretary, expires August 2016) and Mike Willmoth (Chairman, expires August 2015).

Non-Voting Board Members present: Donald Jacques (L40, Database Administrator), Amanda Parker (L42), and Paul Tanton (L41, Social Networking Coordinator).

Non-Voting Board Members absent: Bruce Farr (Treasurer).

Members present: Dee Askill, Hal C.F. Askill, Yvette Arteaga, James Brines, Jeremy Cook, Lyle Dillie, Michael Fett, John Grigg, Sharan Hoyle, and Sue Uttke.

Guests: None.

Petitions for Membership: None

Proxies: 2 to Mark Boniece (Jim Strait and Gary Swaty)
2 to James Brines (Rachel Korthals and Edward Cunneen)
2 to Lyle Dillie (Tim Brown and Larry Dillie)
10 to Mike Fett (Jenny Brundage, Johnna Buttrick, Raine Buttrick, Heather Grant, Joseph Grant, Bunny Logano, Penny Padegimas, Tony Padegimas, Annette Sexton-Ruiz, and Frank Williams)
2 to Patti Hultstrand (Jenn Czep and T.M. Matthews)
1 to Kevin McAlonan (Marg Grady)
3 to Paul Tanton (Ken St. Andre, Mike Montemayor, and Jason Youngdale)
4 to Mike Willmoth (Emily Devenport, Laura Freas, Glenna Lawrimore, and Gerald D. Nordley)

Reports

Secretary's Report: A motion to waive the reading of the minutes from the February 16, 2014, meeting was seconded and approved many, a few, a few.

Treasurer's Report: No report.

LepreCon 40: Donald Jacques reported that it was a great con, changes were received positively, and everybody left happy, but the con lost money. There were some problems with registration. Mike Willmoth reported that we need to update the reg database, but there appears to have been more attendees than last year. We were low on room nights, which really hurt us, and we missed both price breaks. The extremely preliminary numbers indicate that we lost about \$6,500, about the same as last year. We will have more numbers in November.

LepreCon 41: Paul Tanton reported that we need to sign the contract with Embassy Suites North next week because we were not able to do it today. The dates are the last weekend in June for both 2015 and 2016, and the rates are the same. We were able to get price breaks on the overall cost, but the goal of over 200 room nights will be difficult to meet. The booth at Phoenix Comic Con would have made money after expenses if we would not have had to pay for wi-fi, which we had hoped to get for free. Even so, we did better at PCC than the Tucson Book Festival. A suggestion was made to save up the transactions until the evening, to avoid the wi-fi fees. That might result in some lost sales, but that might be less than the cost of the wi-fi. A motion to reimburse Paul Tanton \$248 from the corporate account for the cost of the PCC booth was seconded and approved lots-0-0. The Batman Day promotion brought in \$150 in raffle proceeds. Paul also plans a promotion at MaricopaCon.

LepreCon 42: Amanda Parker reported that she working on her committee and the hotel contract will be signed next week. Anyone interested in volunteering should talk to her.

Bylaws Committee: Mike Willmoth reported that the amended bylaws were posted on the website.

Database & Database Standards Committee: Mike Willmoth reported that the work on consolidating the data into a master list is proceeding, and they are through the first half of the A's for Lep39 and earlier. The committee members are interpreting the data based on their personal knowledge. The committee will continue working on it over the course of the year.

Social Networking: Paul Tanton reported that Lee Whiteside contacted him to say that he keeps getting billed for the Leprecon websites and wants to be reimbursed by the end of the meeting or he would post his complaints on Facebook. Mike Willmoth said that we will reimburse him, but we cannot do it tonight. Paul also reported that many people are asking when the next convention will be, and that he would let them know next week, after the hotel contract is signed.

Survey Committee: Paul Tanton reported on the survey taken at Lep40:

- Based on the preliminary results the following conventions were attended:
100% attended Leprecon

- 50% attended CopperCon
- 50% attended Tuscon
- 25% attended Amazing Arizona Comic Con
- 25% attended Conflagration
- 25% attended Hexacon
- 25% attended MaricopaCon
- 25% attended Phoenix ComicCon
- 25% attended Rapture Horror Expo
- 25% attended Vulcon
- The question about the “Top 3 Conventions” typically was not answered. For the one that answered, TusCon and Phoenix ComicCon were considered the preferred conventions.
- 75% attended the con for all days. “Travel Time” and “Other Commitments” were the main reasons for not attending all days. 25% stayed at the hotel because they were from out of town (for a total of 3 nights). The cost of the hotel was the prime concern of why they did not stay at the hotel; living in the area was the other.
- People wanted to see more of:
 - More famous GOHs
 - Promotion to bring people into the con
 - Costuming/Masquerade
 - Gaming and more General Games
- People wanted to see less of:
 - Daily costs
 - Panels
 - Under-age Girls dressed as adults
 - Men getting body painted while naked
- Hospitality was used by 75%. They liked that there was food and soda available and that it didn't have to be paid for. The concerns on Hospitality were:
 - Not enough healthy things such as oatmeal, beans, other healthy things
 - The distance from the Event
 - Having Closers
 - Not being able to take food and drinks out of the room.
 Improvements could be made by having it bigger and with more food selections.
- Programming Categories attended were:
 - 50% Writing
 - 50% Gaming
 - 50% Costuming
 - 25% Art
 - 25% Marketing your Work
 - 25% Media
- Attendees are interested in the following Programming categories: Autograph Sessions (x2), Concerts (x2), Contests (x2), Demonstrations (x2), Filk (x2), Masquerade (x2), Presentations (x2), Workshop (x2), Awards, Children's Programming, Dances, Dinner

Theatre, and Round tables

- Vendor's Room: Affordability was considered the most important aspect of the vendor's room, followed by "Diversity," "Hours of Operations," and "Days of Operations."
- Membership: Entire (x3), KIT (x1), N/A for one.
- Resources:
 - Only 25% used the Web Forum
 - Only 25% found an Electronic Quarterly Newsletter was desired
- "Film Festival Diversity" was most important, with "Presentation" and "Scheduling" the next most important.
- Registration: "Friendliness" was most noticed, though multiple individuals stated that improvements could be made by making the process more efficient and having more knowledgeable/tech savvy staff.

Mike Willmoth added that the last survey was taken at Lep28.

Strategic Planning Committee: Mike Willmoth reported that the committee noted that we need more people to go out and promote Leprecon; that we have no one to do a large convention at the present time; and that we need to encourage members to attend regional, national, and world conventions to become known to other groups. Regarding a question about publicity and promotion at ASU, Mike Willmoth responded that we paid for an advertisement in the student newspaper once, with no results. John Grigg will look into getting a table at ASU. Lyle Dillie suggested partnering with a gaming store. Donald Jacques responded that we tried that for the last two conventions and found that the penetration was very small because game stores have very limited, loyal customers, with very little overlap. Lyle Dillie also suggested bringing people to an event or party and then pitching Leprecon. Donald Jacques responded that it would take concentrated effort and planning. Mike Willmoth suggested that they contact Paul Tanton to discuss their ideas.

Committee Positions: No report.

Publicity Committee: Mike Willmoth reported that the committee met and discussed press releases and group-on, and expressed a desire to do something no one else does. Anyone interested in joining the committee should contact Kevin McAlonan.

Tablet Committee: Mike Willmoth reported that the committee met and decided that we will need "chip & PIN" devices, not just swipe. They are looking at what will be required in the future, not just now. Mike also noted that we are having a problem cancelling our credit card processing account.

Clubhouse Committee: Mike Willmoth reported that the committee is discussing an apartment versus an office. The consensus is that we need to raise \$5,000.

Quartermaster: Mike Willmoth said that the position is still open and asked for a volunteer.

Michael Fett said that he had a large projection screen to donate. Thank you, Michael! Patti Hultstrand and Donald Jacques will put it into the storage unit after Mike Willmoth gets back into town.

Old Business

Non-Profit Status: Mike Willmoth reported that Bruce Farr is recommending that we apply for 501(c)(3) status. The consensus at the meeting was in favor of that. In response to a question about the ramifications of 501(c)(3) status, Mike Willmoth said that we would need a conflict of interest policy, and might be prohibited from using proxies at meetings. He will look into that.

Corporate Details on Website: The password was re-set and the bylaws were posted.

Preferred GoH List: Nothing new.

Website Update Status: We have a new password and the Whiteside PayPal account was removed.

Online Business:

- The Board approved hotel contract for Lep41 and Lep42 at the Embassy Suites Phoenix North hotel for the last weekend in June for 2015 and 2016.
- The Board approved a transfer of \$4,500 from corporate to cover convention expenses.

New Business

Consuite: A question was raised about the scaling back of the consuite at the last convention. Donald Jacques responded that we were losing staff, and decided to take care of the staff in a larger staff lounge, which required reducing the space and budget for the consuite. Mike Willmoth said that we will have more options for space at the Embassy Suites. Don also said that dealers were offered access to the staff lounge for \$10. We could do that again and make it available to everyone. However, there will need to be a deadline for that option, so that there is enough time to plan for the increased number of people.

Anti-Harassment Policy: Michael Fett raised a question about the Leprecon anti-harassment policy and was asked to send the Board his proposed changes.

Board Election: Jean Goddin's term is expiring. Nominations for the August 2014-2017 voting position were Jean and Michael Fett. A secret ballot was conducted and Michael Fett was elected.

Lep43 Chair: A motion to postpone the election until after Lep41 was made, seconded, and approved 27-10-3.

Website: Donald Jacques noted that we were having difficulty getting the website set up, and asked what the members could expect in the future. Mike Willmoth summarized the problems with the passwords and Trojan. Lyle Dillie volunteered and was appointed assistant webmaster, which will be a non-voting Board position.

Bylaws: A question was raised about when the change-over for the President occurs. The consensus was that it occurred at the end of the annual meeting.

Board Positions: Mike Willmoth was re-elected Chair, Donald Jacques was elected Vice-Chair, Bruce Farr was re-elected Treasurer, and Kevin McAlonan was re-elected Secretary.

Next meeting: The next meeting will be held on Sunday, November 16, 2014, at a time and location to be determined.

Meeting adjourned at 8:45 p.m. by a vote of many-1-4.