**NUCA of Florida**

**EXECUTIVE COMMITTEE MEETING**

Thursday, September 23, 2021

PGA NATIONAL

Palm Beach Gardens, Florida

10:00 a.m.

**Meeting Minutes**

**PRESENT:** Mike Kivlin; Tim Carmichael; Clark Cryer; Chris Stewart; Brian Hunsicker; Penny Danielecki; Jordan Lee; Scott Johnson; Matt Donnell;

**ABSENT:** Will McFetridge; Bill Lee; Penny Danielecki

**STAFF:** Kari Hebrank, Kim Pullen

**CALL TO ORDER:** M. Kivlin called the Executive Committee Meeting to order at 10:27 a.m.

**APPROVAL OF MINUTES:** The Minutes from the June 2021 Meeting were reviewed, motion by J. Lee, seconded by T. Carmichael and approved.

# FINANCIAL REPORTS

M. Kivlin presented the NUCA of Florida financial reports for June-August 2021. There was a discussion regarding the annual conference revenues and a brief discussion on year-end budgeting. It was noted that dues revenue was stable.

C. Cryer presented the Legal Defense Fund financial reports for June-August 2021.

C. Cryer presented the Advocacy financial reports for June-August 2021. A motion to approve all the financial reports was made by M. Kivlin, seconded by M. Donnell and the motion carried.

# OLD BUSINESS

1. Ditchmen: The Committee reviewed an update on the *Ditchmen* ads.
2. Member Update: The Committee reviewed the Member Update provided by staff.

**NEW BUSINESS**

1. T. Carmichael mentioned an Internet marketing program related to banner ads that is offered by FHBA with one-half of the $4800 cost going to FHBA and one-half going to the company. He indicated they offered 100,000 hits within 12 months and they utilize the email list to hit the domain.
2. Strategic Planning Session—M. Kivlin explained the reasoning behind the Strategic Planning Session to be held on Oct. 22 in Tampa to include growth, member engagement, recruitment, and by-law changes.
3. It was suggested that more of the Andrew Scott Johnson Memorial Scholarship Fund should be invested.
4. M. Donnell raised an issue relating to HB 735 (2021 Session) that was affecting his paving license.

**ADJOURNMENT:** J. Lee made a motion to adjourn, seconded by C. Stewart and the motion carried unanimously with adjournment at 11:45 PM.