**NUCA of Florida**

**EXECUTIVE COMMITTEE MEETING**

Monday, February 7, 2022

Aloft Hotel

Tallahassee, Florida

8:30 a.m.

**Meeting Minutes**

**PRESENT:** Mike Kivlin; Tim Carmichael; Clark Cryer; Brian Hunsicker; Jordan Lee; Matt Donnell;

**ABSENT:** Scott Johnson; Chris Stewart; Will McFetridge; Bill Lee; Penny Danielecki

**STAFF:** Kari Hebrank, Kim Pullen

**CALL TO ORDER:** T. Carmichael called the Executive Committee Meeting to order at 8:53 a.m.

**APPROVAL OF MINUTES:** The Minutes from the September 2021 Meeting were reviewed, motion by M. Kivlin, seconded by J. Lee, seconded and approved.

# FINANCIAL REPORTS

T. Carmichael presented the NUCA of Florida financial reports for December 2021 and January 2022. There was a discussion regarding the year-end budgeting and dues collection. It was noted that dues revenue was steady although several members had not renewed for 2022.

T. Carmichael presented the Legal Defense Fund financial reports for January 2021-December 2022. There was a brief discussion about whether to move the funds in the Legal Defense checking account to the Advocacy fund as well as the 21-month Certificate of Deposit when it matures.

T. Carmichael presented the Advocacy financial reports for January 2021-December 2022 and staff outlined the candidate contributions that had been presented in January prior to the start of Session. A motion to approve all the financial reports was made by M. Kivlin, seconded by J. Lee 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.
3. Pipe Specification: B. Hunsicker updated the Committee relaying that some underground companies are voluntarily working with FDOT to implement the thick-lift change but that achieving 100% density and varying soil conditions are concerns.

**NEW BUSINESS**

1. T. Carmichael provided an update on the Internet marketing program related to banner ads that is offered by FHBA with one-half of the cost going to FHBA and one-half going to the company. T. Carmichael indicated they offered 100,000 hits within 12 months and they utilize the email list to hit the domain, targeting LinkedIn, social media. He mentioned it has generated $5M worth of business for his company and cost $6000 for one year.
2. Strategic Planning Session—The Committee decided to meet on April 22-23, 2022, and staff was directed to find a location for the retreat in either the Palm Beach area or Jacksonville.

**ADJOURNMENT:** T. Carmichael made a motion to adjourn, seconded by M. Kivlin and the motion carried unanimously with adjournment at 9:57 AM.