

Executive Council Meeting Minutes:
Monday, January 13, 2020
Holiday Inn & Northwest Arkansas Convention Center

Attending: Brett Thrower, Seth Cole, Emily Beck, Mitchell Gray, Lauro Molina, Conor Clardy, Cindy Whitaker, H.B. Whitaker, Kimalee Bayliss, Tiana Young, Phaedra Cowan, Debby Mauldin, Laurie Jennings, Jural Guffey, Jeff Shaw, Sherry Siler, Michelle Camp, Bob Johnson

I. MEETING CALLED TO ORDER AT 9:19 AM

A. Meeting was held on January 13, 2020 at 9:19 a.m. at Holiday Inn & Northwest Arkansas Convention Center in Springdale, Arkansas. All officers and board members were present.

II. READING OF MINUTES

A. There was one correction with meeting minutes from the fall executive meeting which was in section 6b, where Sherry Siler had said that we should have our own content and not just retweets not what was put on the minutes.

B. The board then discussed a few questions from previous minutes, but none were corrections.

1. Cindy Whitaker moved to approve the correction for the minutes.
2. Emily Beck seconds
3. Motion Carried

III. READING OF CIVIC CONSCIOUSNESS REPORT

A. One question was raised concerning our community service goals and their approval.

B. After discussion of the goals sent out by Emily, a conclusion was made that each materialistic donation should be optional. The final list of community service goals are as followed.

1. ACH: \$100 raised, optional travel size toiletries donations
2. MDA: \$150 raised, optional MDA walks
3. 2nd Milk: \$100 raised, optional bottle donations
4. Chapter's Choice: \$150 raised for each Chapter's choice of charities

C. Emily moves to change the wordage of and to or, and equivalent value of donations for each charity.

D. Cindy Whitaker seconds

E. Motion Carried

F. No further discussion required.

IV. READING OF MEMBERSHIP REPORT

A. Members that were submitted (paid/unpaid) came to a total of 1787, which is down over 500 members from last year. There are also 1287 unsubmitted members, and 165 unpaid members.

1. According to the DECA constitution, members must be submitted by January 15.
 2. Jural Guffey moves to ask Mrs. Freeny to email chapters today to submit members before January 15 so those students can be able to compete at SCDC.
 3. Michelle Camp seconds
 4. Motion Carried
- B. One question was raised as to why the membership campaign included Pea Ridge and Alma, but not Har-Ber DECA.
- C. Unsubmitted members are from all 39 chapters (scattered).
- D. Discussion was made about Northside and Southside Fort Smith concerning their membership drop.
- E. No further discussion required.

V. READING OF COMMUNICATIONS REPORT

- A. Lauro Molina has been keeping chapters up to date on social media about both conferences (Fall Leadership).
- B. One question was raised from Sherry Siler about how there are no new updates recently about SCDC and achievements of chapters on neither Twitter nor Instagram.
- C. H.B. Whitaker suggests sending out how many chapters and members are of Arkansas DECA, so members can have their membership questions answered.
- D. Cindy Whitaker suggests advertising about SCDC to build event.
- E. Another question was raised by Sherry Siler as to how we have acted upon going to schools interested in starting a DECA chapter.
 1. Lauro Molina states that he has been communicating with both Marshall High School and Lemarr High School about starting a DECA chapter.
 2. Seth Cole states that he has been communicating with Cedarville High School about starting a DECA chapter.
- F. Jural Guffey raised a question about the state packet, and our accessibility and ability to update on social media from the packet.
- G. No further discussion.

VI. READING OF EVENT UPDATE REPORT

- A. There were 215 students registered and paid for Central Fall Leadership Conference.
- B. There were 435 students registered and paid for NWA Fall Leadership Conference.
- C. Cindy Whitaker suggested that Lauro Molina should be the person to send pictures and updates about achievements from Arkansas DECA chapters.
- D. Jural Guffey suggested adding more details to the VP of Marketing responsibilities.

- E. Laurie Jennings suggested Vp of Marketing in the future should show interest in social media.
- F. No further discussion required.

VII. STATE STAFF

- A. Kimalee Bayliss commented that the Arkansas School Board has decided to change the naming of the class Social Media to Digital Marketing, and that during this time of change there is a lot of opportunities to grow DECA throughout the state.
- B. Michelle Camp raised a question concerning Holiday Inn & Northwest Arkansas Convention Center being the location of 2021 SCDC
 - 1. Discussion occurred concerning a tour of the facilities to make sure there is enough space for the conference.
- C. Cindy Whitaker raised a question about a financial statement correction.
 - 1. On line 44 of January 9, 2019, Springdale DECA did not receive a check that might have accidentally been sent to Har-Ber for an officer stipend.
- D. The board moved Student Leadership to New Business.
- E. Sherry Siler requested of Phaedra Cowan that the officer's hotel rooms be under their names in the future so that there is no confusion.
- F. No further discussion required.

VIII. BREAK AT 10:05 AM

IX. FINANCIAL REPORT

- A. Jural Guffey raised a question as to why the board never receives detailed financial sheets, even though in the past the board has voted for that.
- B. Phaedra Cowan pronounced that one of her goals for this next school year is to get the next DECA year's calendar out to schools as soon as possible.
- C. Cindy Whitaker discussed how the 2019-2020 budget was never sent out and voted on.
 - 1. Michelle Camp moved to approve the 2019-2020 budget.
 - 2. Cindy Whitaker Seconds
 - 3. Discussed next year's amount of money spent on SCDC Hotel and attaining a more detailed report on that.
 - 4. Motion Carried
- D. No further discussion required.

X. UNFINISHED BUSINESS

- A. Discussed transportation of items to our charities
 - 1. Emily Beck moves that donations may be brought to state for transportation or the schools can deliver them themselves.
 - 2. Seth Cole Seconds
 - 3. Discussion was made about communication between Emily and chapter advisor's about the transportation of donations.

4. Motion Carried.

B. No further discussion required.

XI. NEW BUSINESS

A. Discussed opening and closing scripts.

1. Some changes still needed to be made to closing script, but Mrs. Freeny is working on the opening session script.

B. Michelle Camp reminded the board that the Parade of Chapters needs to have the order and a script on the podium so those who get nervous will have something to look at, and maybe a powerpoint.

C. No further discussion required

XII. SCDC

A. Discussion was made about the Missouri State and Study Abroad Opportunities session, and how it needs to be moved to next year's fall conferences because time does not allow for sessions at SCDC.

B. Michelle Camp moved to approve that we refer that the sessions from the SCDC agenda be moved to fall conferences because time does not allow for sessions at SCDC.

1. Conor Clary Seconds

2. Motion Carried

C. T-Shirt Design

1. Arkansas DECA logo on front pocket

2. License plate and SCDC 2020 on it on the back

3. Sherry Siler suggested adding more designs to the front of the shirt.

4. Discussed getting t-shirt design image before actually ordering the shirts.

5. Conor Clardy moves to approve the shirt design and to get the image of the shirt before ordering.

a) Seth Cole Seconds

b) Motion Carried

XIII. BREAK AT 12:09 PM FOR LUNCH

XIV. SCDC ENTERTAINMENT

A. The officer team decided on a dance for plan A of entertainment at SCDC.

1. Michelle Camp is looking into who the DJ was at the 2017-2018 SCDC.

2. Dance times: (9:30-11:00 PM)

3. Discussed a platform where all chapter advisors can communicate, and a computer at the front desk for when advisors come in they can sign up right then and there. (Remind, GroupMe, Google Hangout?)

4. Theme: Jersey

5. Conor Clardy moves that the entertainment at SCDC is a dance and that the theme is "Jerseys", and that he and Michelle Camp will find a DJ.

a) Emily Seconds

b) Motion Carried

B. As a precaution, the officer team decided that a plan B for SCDC would be a Lip Sync Battle, and that we would use the equipment already there from the conference.

C. Noise complaints were discussed from previous years such as slamming doors, running down hallways, etc.

1. The board is planning to push advisors to encourage students to be at entertainment for unity and control.

2. One recommendation was raised that the board send out a procedure checklist to advisors ahead of time (maybe in the state packet?).

D. No further discussion required

XV. COMMUNITY SERVICE CONTACTS

A. Emily has Brittney Simmon's (MDA) and Jason Carney's (2nd Milk) contact information, and is still looking for contacts from ACH.

B. No further discussion required

XVI. OTHER ITEMS

A. Sherry Siler raised a question concerning the officers awards for this year, and discussion took place about making sure that each officer got their award.

B. At the September Executive Board Meeting, lanyards were voted on for SCDC instead of stickers like last year for each name tag.

C. Sherry Siler made a recommendation that from now on, the board needs to make sure that SCDC is planned for after Basketball State Conference ends.

1. Sherry Siler moves that SCDC is set after Basketball State Conference of 2021 and the future.

a) Conor Clardy Seconds

b) Motion Carried

D. SCDC Shop DECA

1. The officer team decided on the following items to be sold at SCDC

a) Neckties, Bowties, Scarves

b) Wide Mouth Water Bottles

c) Pop Sockets

d) Short Sleeve Shirts

e) Long Sleeve Shirts

f) Windbreakers

g) Hoodies

h) Sweatshirts

2. There will be a booth at SCDC, where students can buy this merchandise, and the officer team is working on getting this information out to chapters and advisors. There will be no more than 2 officers at the booth at all times, and one advisor.

3. Quantities of the products are as follows
 - a) Neckties: 25
 - b) Bowties: 15
 - c) Scarves: 25
 - d) Water-Bottles: 12
 - e) Pop Sockets: 10 White, 10 Black
 - f) Comfort Colors Tee: 48
 - g) Emerging Leader Tee: 24
 - h) Long-Sleeve by Champion: 24
 - i) Crewneck: 18
 - j) Pack-N-Goes: 36
 - k) Oxford: 18
4. Cindy Whitaker moves that we need to order the Shop DECA box.
 - a) Motion dies
5. Michelle Camp moves that there should be a flier sent out ahead of time about the DECA shop, and that the merchandise should be purchased.
 - a) Siler Seconds
 - b) Fliers will have pictures, prices, and sizes, and the merchandise at SCDC is first come first serve (no extra orders).
 - c) Jural Guffey raised a concern over credit/debit card purchases, and it was found that the product will not have any problems with debit/credit card purchases because of the company.
 - d) The motion was then tabled for later.

XVII. Jeff Shaw left at 2:03 PM

XVIII. BREAK AT 2:10 PM

XIX. Kimalee Bayliss left at 2:14 PM

XX. OTHER ITEMS

- A. At 2:22 PM, Cindy Whitaker brought back the motion from earlier.
 1. Majority rules with 2 Nays (Jural Guffey, and Bob Johnson) and 8 Yays.
 2. Motion Carried
- B. Discussion about Advisor name tags occurred among the board.
- C. Michelle Camp moves that each state advisor has the option to purchase a new AR DECA name badge with a matte blue finish and the name of the teacher, chapter, and the word DECA in white lettering, that costs \$5.
 1. Cindy Whitaker Seconds
 2. Motion Carried

XXI. ICDC

- A. Trading Items were discussed.
 1. White visor with Miami Vice lettering saying ARKANSAS DECA

2. Pin: Razorback wearing cowboy boots, a cowboy hat, and a guitar (maybe light up?) on a stage that reads “ARKANSAS DECA”.
 3. Cindy Whitaker moves that Arkansas DECA purchase the visors and the trading pins as presented by the state officers as long as they are within the \$15 budget.
 4. Emily Seconds
 5. Motion Carried
- B. Attractions
1. Nothing has been released from Executive Council
 2. Discussion tabled for a later date.
- C. State Meeting
1. Discussion tabled for a later date.
- D. Picture
1. Discussion tabled for a later date.

XXII. NEW OFFICER TRAINING MEETING

- A. Discussion was brought up by Cindy Whitaker about the next officer training, and it was decided that March 15th and 16th should be the new Officer training (overnight).
1. Cindy Whitaker moves that the new state officer meeting be held March 15th and 16th of 2020 and location will be determined at a future date.
 2. Conor Clardy Seconds
 3. Motion Carried

XXIII. OFFICER CAMPAIGN GUIDELINES

- A. Cindy Whitaker moves that Arkansas DECA to adopt the national campaign guidelines in effect immediately.
1. Sherry Siler Seconds
 2. Seth Cole reads pg. 17 of the packet released by the executive council aloud, and the board discussed the page.
 3. Cindy Whitaker withdraws her original motion.
 4. Sherry Siler withdraws her original second.
 5. Cindy Whitaker moves that Arkansas DECA to adopt the national campaign guidelines with two changes (campaign speeches and Q and A period will be held after opening session for voting delegates only, and “Meet the Candidates” from 9:00-11:00 AM).
 6. Sherry Siler Seconds
 7. Motion Carried
 8. Cindy Whitaker tells the board that she will write out a draft of the officer campaign guidelines, and she will release them by January 15, 2020.
- B. Jural Guffey volunteered to send out a google form asking each schools voting delegates to submit one question for a campaigning candidate.

1. Each question will be put in a bucket and then a candidate will draw one during the Q and A period after opening session (1 min to address the question).

C. No further discussion required

XXIV. CHAPTER CAMPAIGN INCENTIVES

A. Sherry Siler moves that each Arkansas DECA chapter who successfully complete the CECA Advocacy Chapter Campaign as determined by DECA, Inc. will be eligible to register one (1) member to participate in the THRIVE Academy at the annual ICDC. Slot is good for the current year and cannot be held for future use, and the financials will be the responsibilities of the attendee.

1. Cindy Whitaker Seconds
2. Motion Carried

XXV. ONE FALL CONFERENCE

A. Discussion was made concerning why we do two separate fall leadership conferences that are the same.

1. H.B. Whitaker suggested that if we were to do one central conference it would be a positive aspect for chapters and advisors in the state of Arkansas.
2. Cindy Whitaker suggested that it would be good for our finances if were to do one central conference.

B. Location TBD

1. UACCM? Arkansas Tech at Russellville? UCA/Reynolds Center?

C. Tabled for a later date.

D. No further discussion required.

XXVI. ANNOUNCEMENTS

A. Sherry Siler raised a question of when State CTSO Day is.

1. Phaedra Cowan replied that it was on February 11.

B. Sherry Siler requested to know the process for submitting articles to Connections Publications, how do we submit an article to them, and when is the next deadline.

1. There was not a DECA article in the past publication.

C. H.B. Whitaker pronounced he will scan and send our designs of our SCDC shirts, ICDC pins, and our trading items to the board.

D. Jural Guffey suggested that for our future fall leadership conferences, we need to make sure that we serve the whole state and not only NWA or Central Arkansas.

E. All officers need to convene on Tuesday night before SCDC to talk about the next fall conference and SCDC location for 2020-2021.

XXVII. MEETING ADJOURNED AT 4:49 PM

Respectfully Submitted,

Mitchell Gray

Mitchell Gray, Arkansas DECA VP of Finance