



Southern California Fraud Investigators' Association

Board Meeting Minutes

DATE: JULY 2, 2015

LOCATION: RIO HONDO EVENT CENTER, DOWNEY, CA

TIME START: 8:47 AM **TIME END:** 9:35 AM **MINUTES BY:** STELLA RHEINHARDT

ATTENDANCE LOG

MEMBER NAME	BOARD POSITION	PRESENT
KEITH LEVIN	PRESIDENT	YES
JON COLMAN	VICE PRESIDENT	NO
FLO JOHNSON	TREASURER	NO
STELLA RHEINHARDT	SECRETARY	YES
DAVE WILLIAMS	BOARD MEMBER	NO
BRIAN MIZELL	BOARD MEMBER	YES
CECILIA LAIJA	BOARD MEMBER	YES
LITA ABELLA	BOARD MEMBER	YES
LARRY HAMILTON	BOARD MEMBER	YES
STEVE THOMPSON	SERGEANT AT ARMS	YES
ARVIN TURNER	GOLD CHAIRPERSON	YES
MIGUEL PADILLA	GUEST	YES
DAWNDE PENCE	GUEST/PAST SECRETARY	YES

AGENDA	DISCUSSION & ACTION ITEMS
CALL TO ORDER	The meeting was called to order at 8:47 am.
TREASURER'S REPORT	Flo was not present, so Treasurer's report was tabled until the next Board meeting.
SECRETARY'S REPORT	No secretary's report from Dawnde, as there are no updates to report. She will email the minutes from the June meeting to the Board for review and approval. Stella Rheinhardt has returned to the Board effective July 1, 2015. Stella reported that we have received a payment for the conference. No new mail at the PO Box.
PRESIDENT'S REPORT	Keith mentioned to the Board that in lieu of flowers for Richard McBean, it has been requested that we donate to an animal shelter instead. Keith will have Flo mail out a check for the amount of \$100 to an animal shelter in Palm Springs.

<p><u>CONFERENCE:</u> PROGRAMS</p>	<p>Larry reported that compared to last year’s price we are saving \$350 for a total of 250 programs being printed this year. Full color on glossy sheets with a maximum of eight pages. Total is about \$596.91 for the printing. Larry never found the artwork and Miguel was unable to locate the original artwork also. But he will look again for it. Timeframe to have these programs printed is about 5-7 days. Larry will put the program together to help save money. Programs will not be mailed via US mail to help save money. Programs will be passed out at meetings and other conferences being attended by any of our Board members. Vendors will be placed on the program but vendor information must be given to Larry as soon as possible. Lita mentioned that we also need to include our sponsors on this program so all information must be sent to Larry as soon as possible. Deadline date will be October 1st. Motion was made by Keith to accept the artwork and have 250 programs printed for the amount of \$596.00 and seconded by Brian. No one rejected the motion.</p>
<p>SPEAKERS</p>	<p>Speakers are done per Lita.</p>
<p>VENDORS / EXHIBITORS SPONSORSHIP</p>	<p>Brian has sent out the vendor packages and it can also be found on the website. Brian has four vendors confirmed; we also have vendors knocking on our door this year. Brian will contact last year’s vendors also. Names of vendors will be emailed to Lita to have them posted on the website. In regards to sponsorship Brian mentioned that we need to get going on that, so if anyone on the Board knows of anyone willing to donate please let him know. Lita will post sponsors names on the website also. Brian will also contact last year’s casino vendors. He is also asking Board for assistance in calling. Dave will also help Brian, per Keith. Lita brought it up to the Board that at last year’s casino night the casino bucks with sponsor’s names were not used so they had no value. Also the printed boards/banners were never used at the casino tables. So the Board agreed that instead of this type of advertisement we would look into banners. Larry will also look into this to see what our options are instead of table advertising.</p> <p>Brian is looking for other options to give/offer our sponsors. Dawnde suggested that for so much money have them sponsor WIFI. The idea is to go to their booth to get access since WIFI is not offered in the conference rooms and this would give the sponsors exposure. Keith will check with the hotel.</p> <p>Miguel knows that we are faced with challenges to get sponsors and vendors, but he feels that we should not take away from them, especially the advertising. We should give them something back. Miguel suggested providing them with advertising before entering a room. Keith stated that has been in place already. Keith wanted the Board to understand that last year was the first time we did not break even. Our attendance was up, but with the cost of food it was challenging for the Board also.</p>

GOLF:	<p>Arvin's update to the Board that as of today we have two people signed up. Last year we had 32 and our goal is 144. He still continues to send out emails. Other conferences are also experiencing low attendances.</p>
CONFERENCE UPDATES:	<p>Keith has our keynote speaker confirmed. We will not be having the Palm Springs Police Chief speak this year due to time restrains.</p> <p>He still continues to work on the menu with the food choices even though there is no mad rush on the selections right now. We will wait for attendance totals since we have ten days to two weeks out. Dinner last year was \$72 per person. Keith suggested that maybe we can revisit the dinner idea. We understand that this dinner does promote our casino night, but a suggestion was also made from our conference last year that law firms and businesses would like the opportunity to have more time to take clients out so these are suggestions we can think about.</p> <p>Lita asked if we can have coffee and water in the classrooms, because that was a big complaint last year. The cost of coffee is \$50 per gallon. Stella suggested that we look for a sponsor to pay for the coffee. Brian will check with Tony Falcon maybe he can do the cappuccino like he does at the Combined Claims Conference. Keith will check with Jeremy to sponsor breakfast. Breakfast was \$1800 for croissants and fruit.</p> <p>Lita asked about the President reception and Keith confirmed that it's still a go. We will have one.</p>
ATTENDEES:	<p>Brian's concern was how can we get more people to attend this conference? Keith suggested advertising the conference and word of mouth from past attendees because we had positive remarks last year with our attendees. We have tried marketing personnel and it did not go well.</p> <p>Keith was approached by a person named David Wall with the MCLE to combine our conference with theirs, partner up. There are many restraints in sending people to conferences from the insurance industry and other companies due to budgets because many have spent their money early in the year. We have tried different locations and different months and when the surveys go out people want Palm Springs again.</p> <p>Brian suggested a discount for first time attendees, but our current fees are low enough. Keith asked that if we have any suggestions please send them over to him.</p>
MEMBERSHIP:	<p>Cece reported no new members pending at this time.</p>

NEXT BOARD MEETING:

Next Board meeting Thursday, August 6th at 8:00 am via telephone conference. Keith will send out an email regarding this meeting with a call in phone number.

ADJOURNED:

Meeting adjourned at 9:35 am. A motion was made by Larry to adjourn and Cece seconded the motion.