

**OADA Executive Board
Virtual State Conference
March 7, 2021 3 pm
Minutes**

Present: Dave Hood, Toni Cowdrey, Russ Bolin, Kyle Cowan, Clint Forste, Bart Rothenberger, Patrick Richards, Dave Ehrhardt, Bill Bowers, Doug Thompson, Anna Maria Lopez, Steve Wallo, Julie Renner.

Toni – Currently there is \$84,638. 71 in the coffers with outstanding checks just written for \$6080.00. Toni also just received two membership checks. Final Forms sponsors can host for around \$13K.

Julie Renner – Final Forms (FF) – Using Georgia, Maryland & South Carolina as examples, they are using this format. They are offering their LTI courses via their own state staff instructors, not through NIAAA web offering.

We set up layout and FF plugs into format including vendors based on amount they buy in at - \$200, \$300, \$400 levels; higher reserved for corporate level sponsors – commercial spot prior to keynote, session or breakout session for example. \$200 got banner, logo and emails. \$300 sold out immediately and \$400 got 30 second commercial or presentation.

Once we make decision on workshops we provide 3-4 topic sessions per time frame. If you have a limited number of presenters you don't have to offer options on sessions, just offer session. Attendify streaming is a platform geared towards holding virtual platform. FF has purchased streaming to benefit association's hosting virtual events. Speakers who want to hold session through zoom can plug link into that session. NC up to 225 ADs attending; members asked to please condense, hold at least one day on a weekend day, late morning early afternoon when ADs are still in office and not at events and Tuesday is high school leagues to address hot topics, minus LTI going on this week

Early bird sign-up fee \$75, tonight up to \$100 with cut off Wednesday and after late registration fee up to \$125. 160 registered at \$75.

Recommended to stay off evenings? Survey results reflected AD back running contests. NY did their event 8 am – 1 pm, Monday through Thursday. They did not cut back on their schedule but did not hold last spring.

Feeling that we have reserved April 17, 18, 19 for our conference; keep each session to one option. We do not need to worry about our limit on a zoom. Set up sessions as webinar vs. zoom so questions can be answered. Sessions ban mirror SC schedule; offer same topic sessions multiple days in a row for those who can't attend in one day, but can attend the next.

Conference fee set at \$25

Home Town Ticketing is a new partner, they want to be involved - \$5000 and a workshop on what Home Town Ticketing is all about.

April 19 is the day the governor has mandated schools to re-open in some in-person format; will this leave time for everyone to attend? What about May once we have transitioned out of Season 3 and into Season 4? Would give us more time to

We will have door prize drawings for vendors; suggest holding just after presentation by vendor/vendor commercial spot.

Julie will work with Dave to provide information to members and send registration link out.

Dave suggests purchasing a couple of large screen televisions from Costco and offer as an enticement to attend. Registration fee of \$25 is reasonable and hearing how other ADs across the country are dealing with tighter budgets, this is a good price point.

A lot of the national conference was pre-recorded, so easier to pull speakers in.

Dave will send out survey to board to determine best dates in May; first weekend or May 23, 24, 25.

Can Julie keep an eye out for good presenters at other state conferences FF is hosting to provide suggestions to us.

We will need to get our conference information ready, send to Julie and Quinn (FF), they set it up for us. We need to revamp registration to send out accurate information.

Dave made a motion to move conference to utilize FF and Attendify to host conference at cost of \$15k – this can be covered by sponsors, vendors and registration; Steve seconds – Motion M/S/P.

\$3500-4000 in registration fees.

Mike Blackburn at NIAAA thinks Denver is still looking good for next winter's national conference.

Dennis Burke will be our nominee for NFHS Citation.

Vicki Bruce Whitehead Distinguished Service nominee.

Dave will send out notice to members regarding movement of state conference.

Thank you to all for attending!