

**MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA) BOARD OF DIRECTORS MEETING**

**Thursday, February 11, 2010**

**1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS**

The meeting was called to order at 10:00 a.m. CDT by President Carr. Those in attendance were: Erin Soger, Rick Church, Bill Ives, Rob Henry, Barbara Vasquez, Ryan Calkins, Mark Carlson, Frank Donahue, Kevin Donlan, Harold Yarborough, Howard Pryor, Tom Carr, Robert DeAngelis, Noah Chitty and Lila Tully.

**2.0 ANNOUNCEMENTS**

Ms. Soger announced that the Spring Committee meetings will be held on Monday, April 26<sup>th</sup> at the Rosen Centre Hotel in Orlando, FL.

Mr. Carr noted that personal and business bests will be given in person at the Spring Meeting.

**3.0 LEGAL REPORT**

There was no legal report.

**4.0 CONSENT AND INFORMATION ITEMS**

**4.1 November 5, 2009 Board of Directors Meeting Minutes**

*A motion was made, seconded and unanimously passed to approve the minutes of the November 5, 2009 Board of Directors meeting.*

**5.0 TREASURER'S REPORT**

For the purposes of this Treasurer's Report, we will be discussing the December, 2009 financial statements.

As of December 31, 2009 the Association has assets totaling \$196,000. Accounts Receivable and accrued interest receivable total \$106,000; cash and investments total \$164,000; and prepaid expenses and insurance total \$6,000. There is also an allowance of \$82,000 for bad debts.

Liabilities total \$94,000. These consist of \$75,000 in accounts payable; and \$14,500 in deferred revenue from 2010 Dues.

© CTDA 2010

Board of Directors

Page 1 of 6

Final Draft Minutes

G:/CTDA/Minutes/Winter2010/CTDA\_BoardofDirectors\_Minutes\_Winter\_2010.doc

Total Net Assets at the end of 2009 were: \$102,000.

Regarding the income statement, let me begin with the "bottom line". The unaudited December 31, 2009 statement shows expenses over revenues of \$175,000. For this same time period, we had budgeted to have expenses over revenues of \$8,300. The main reasons for this are less than budgeted revenues almost across all areas, especially from Management Conference, Coverings, Webinars and Tile Dealer ad sales and greater than anticipated expenses for TileDealer. This is of course one of the main reasons TileDealer is being published in electronic format only in 2010.

Looking at the revenue side of the statement, we see that total revenue was \$619,664, approximately \$116,000 less than budget.

With regard to expenses, we see that Education expenses total approximately \$83,856; approximately \$25,000 less than budget.

On-Line Opportunities expenses total approximately \$18,167; \$2,900 under budget.

Create Recognition expenses total approximately \$4,726; \$800 over budget.

Networking Opportunities expenses total approximately \$523,726; approximately \$100,000 over budget.

Finally, Operations Expenses total approximately \$165,000; approximately \$21,000 under budget.

Overall, as of December 31, 2009, total expenses were approximately \$51,000 over budget. Grand total revenues were approximately \$115,000 under budget.

In closing, the bottom line of the December 31, 2009 financial statement indicates CTDA ended the year with \$175,000 expenses over revenues.

Mr. Church reported on the reasons for being over budget, specifically reduced Management Conference revenues and less than anticipated revenue from advertisers. He also reported on the actions being taken for 2010 to avoid the challenges experienced in 2009.

Mr. Church explained the registration fee and budget for Total Solutions Plus noting Table Top Exhibit fees help to lower the registration fee to \$350.

© CTDA 2010

Board of Directors

Page 2 of 6

Final Draft Minutes

G:/CTDA/Minutes/Winter2010/CTDA\_BoardofDirectors\_Minutes\_Winter\_2010.doc

Mr. Donahue suggested the budget be published to account for the loss. Mr. Church explained it will be discussed at the Association's Annual Meeting at Total Solutions Plus in November. Ms. Soger reminded the Board that all meeting minutes are stored on the member's only website.

Mr. Church responded to several questions on specific budget items and explained the creation and purpose of 'Sam's Fund'.

CTDA staff will add a prior year column to financial documents to make comparison more convenient.

The treasurers report was received by the Board.

## **6.0 UPDATE ON CTDA ONE YEAR THRUSTS**

Mr. Carr updated the Board on the status of the 2009 metrics.

### **6.1 Create Joint Management Conference**

Mr. Church reported on the status of the 2010 joint Management Conference to be called Total Solutions Plus. To date the schedule has been finalized, the budget has been developed and approved and sponsor categories have been approved. The Committee plans to launch the meeting website and open registration prior to Coverings.

Mr. Church explained why the TCAA has dropped out. Specifically, because they did not feel the schedule that was developed would appeal to their members.

CTDA staff will send a revised schedule to the Board.

### **6.2 Webinars**

Mr. Church reported that the webinars continue to be well received, averaging 20 people per webinar from an average of 5 companies.

Mr. Carr explained the Convention Planning Committee's suggestion to have Al Bates' annual Company Performance Report be held via webinar in November as opposed to at Total Solutions Plus. The reasoning behind this idea is to keep all sessions throughout Total Solutions Plus open to all attendees.

Mr. Yarborough expressed that he does not have any concerns on allowing contractors to attend the Al Bates session.

Mr. Carlson explained to the Board that Century Tile would not send 1-2 people if Mr. Bates' is not at the Conference.

After much discussion the Board would like CTDA staff to discuss the issue with Al Bates and ask for his input on the following.

1. Can he customize/generalize his presentation to appeal to contractors and distributors?
2. Does he have data from NTCA to do this?
3. Could he split his session in half, the first part be for distributor attendees and the second part for contractor attendees.

CTDA will send Al's suggestions to the Board.

### **6.3 Sustainable Building Movement**

Mr. Church reported on the availability of the Marketing piece for download and noted that a draft of the standard that the Technical piece will be based off of will be available for the Committee to review in the spring.

Mr. Church asked for the Board's input on CTDA exhibiting at regional/national green tradeshows to help accomplish the thrust of participating in the sustainable building movement.

The Board agreed that it is a great idea and that the Greenbuilding Committee should come up with a plan for implementation.

### **6.4 Surviving Economic Times**

Mr. Church reported that significant effort has been put toward this objective in 2009 and will continue in 2010.

### **6.5 Rebrand CTDA**

Mr. Church reported that this item is still on hold.

## **7.0 METRICS**

### **7.1 Achieve 300 CCTS' by 2009 year end**

Mr. Church reported there are currently 288 CCTS'. In addition, at its meeting this week the Certification Committee suggested its goal for 2010 be a total of 375 CCTSs.

## **7.2 Increase active member companies to 75**

This item was previously discussed.

## **7.3 Obtain 200 tuitions for online education by year end**

Mr. Church noted the Stone Course should be launched in the next week.

## **7.4 Achieve 300 distributor company and branch memberships in 2009**

This item was previously discussed.

## **8.0 CTDA 2010 PLAN**

Mr. Carr proposed a member survey be conducted in 2010 to gain further input on the plan for 2011. Mr. Carr suggested the survey outline the thrusts and metrics and ask for ranking and comments on each. He asked that the survey include questions on what a realistic goal is and what is important to the membership. Prior to sending the survey Mr. Carr will draft a letter to the membership asking them to respond to the survey.

CTDA staff will draft the survey and send to Mr. Carr for approval prior to distributing.

## **9.0 OTHER BUSINESS**

Mr. Church updated the Board on the future of Coverings. Coverings 2011 will be held in Las Vegas and Coverings 2012 will be held in Orlando. Coverings would ultimately like to rotate between Las Vegas and an east coast venue. In addition, Mr. Church reported there are discussions on Coverings merging with other tradeshow (Kitchen and Bath Industry Show, Surfaces, smaller shows). Mr. Church does not see this happening in the near future.

Mr. Church explained that after discussion with Mr. Carr they suggest the Board implement an annual staff evaluation program. After some discussion the Board agreed it is a great idea. CTDA staff will draft the evaluation and send to Mr. Carr for approval. After the evaluation has been approved staff will send it to the Board explaining that all evaluations should be returned directly to Mr. Carr for compilation. After Mr. Carr reviews and compiles the evaluations results will be presented to CTDA staff.

Mr. Church reported on the resignation of Mike Robbins from the Board. After some discussion the Board concluded that it will not nominate any additional members at this time.

© CTDA 2010

Board of Directors

Page 5 of 6

Final Draft Minutes

G:/CTDA/Minutes/Winter2010/CTDA\_BoardofDirectors\_Minutes\_Winter\_2010.doc

CTDA staff will send a Board and Committee roster with the final minutes.

**10.0 SUMMARY**

Mr. Carr summarized the meeting.

**11.0 ADJOURNMENT**

There being no further business to come before the Board, the meeting was adjourned at 11:40 a.m. CDT.