

ASSOCIATION OF TEXAS APPRAISERS (ATA)

MINUTES – MORNING SESSION

BOARD OF DIRECTORS

AUGUST 1, 2014

President Arturo Palacios called the meeting to order at 9:01 a.m. at the Holiday Inn Mid-Town Hotel in Austin, Texas. All Directors were present at the time of Roll Call: Arturo Palacios, Bobby Crisp, Mava Jalufka, Donna Green, Andy Arledge, Dennis Crawford, Diana Jacob, David McInturff, Bobby Shafer, Rick Neighbors and Executive Director Teresa Walker. Also in attendance as guests were Mike Braught, Stacey Cartwright and John Paul Cartwright.

President Arturo Palacios introduced the minutes of the previous board meeting from the February 14, 2014 mid-year meeting in New Braunfels. With there being no corrections deemed necessary, Bobby Crisp made the motion to have the minutes approved as written and his motion was seconded by Andy Arledge. The vote was unanimous and the motion passed.

FINANCIAL

President Palacios called upon Donna Green for the Finance Report.

Discussion on the proposed budget began with Executive Director Teresa Walker expressing concern over the ever increasing costs of putting on Conferences in various locations due to the size of the organization. Larger venues to accommodate larger membership numbers come at a greater cost. Her suggestion was to increase the cost to attend each conference. Bobby Crisp echoed her concerns and referenced back to previous budgets pointing out the decrease in the bank account balance. He pointed out that the ATA has lost \$20,000 in the past 12 months and this is a trend that needs to be reversed citing we have approximately one year funding in reserve. He also explained that, in the beginning, the dues were set low and the goal was to have members attend at least three meetings in a two year time and they would have their required CE hours for license renewal. However, in recent years, the trend is that more members are attending more than the three required meetings. This trend indicates that the membership likes the quality of courses being offered, however, it is not cost effective for the ATA at the current fees being charged for these classes. Extensive discussion was held with comments being offered by Diana Jacob, Rick Neighbors, Andy Arledge, Bobby Shafer, and Arturo Palacios. Bobby Shafer asked for the total of current members and Teresa Walker announced we have 320 members as of the beginning of this conference.

The number of meetings per year was discussed as well as locations for future meetings and how financially feasible all of this was, looking at both venues and speakers. It was at this time that Teresa Walker announced that ATA will soon be its own Educational Provider which will eliminate having to pay Columbia or any other provider for their services for future classes. This will be fully in effect as of September 2015. While there will still be costs involved including materials, the overall cost of offering classes will be cut drastically.

Diana Jacob asked about possibly offering on-line classes. Teresa Walker explained it is not feasible with all of the fees involved.

Andy Arledge asked how competitive was the ATA in class fees in comparison to Columbia? Teresa Walker answered that Columbia charges approximately double the price for similar classes. She also stated that ATA is offering the lowest fees among education providers in Texas. President Palacios suggested we use our classes and fee schedule compared to other educational providers on a spreadsheet as a marketing tool to gain new members. The spreadsheet comparison would prove that the ATA is the most economical educational provider in the State. Even with higher fees, ATA would still be the most economical choice for obtaining education.

After additional discussion, Andy Arledge made a motion to increase class fees from \$99 to \$125 per conference. Bobby Shafer seconded the motion. The motion carried unanimously.

President Palacios opened the floor for discussion as to whether Sponsorship fees should be increased at this time. Current ***Sponsorship fees*** are

ANNUAL & MID-YEAR MEETING:

Gold: \$1,000 per meeting or \$1,600 for 2 meetings

Silver: \$500 per meeting or \$800 for 2 meetings

Bronze: \$250 for one meeting or \$400 for 2 meetings

REGIONAL MEETINGS:

Gold: \$500/\$800

Silver: \$250/\$400

Bronze: \$125/\$250

Exhibitor fees are

ANNUAL & MID-YEAR MEETING: \$500/\$800

REGIONAL MEETINGS: \$250/\$400

Discussion was held as to the pros and cons of having Exhibitors in the lobby and in raising fees. Bobby Crisp suggested that the Board re-visit this topic again at the Board Meeting this time next year. Since no one would make a motion to increase Sponsorship Fees, the topic was tabled until the August 2015 BOD Meeting.

President Palacios called on Andy Arledge to present the Audit Report. He reported he found everything to be in order. President Palacios asked for a motion that was made by Dennis Crawford to accept the report as presented with a second being received from Donna Green. The motion carried unanimously.

The next item discussed was the Proposed Budget for 2014-2015. The proposed budget in hand does not represent the new \$26 increase of fees. This needs to be amended into the

budget. Teresa Walker said she will make the necessary corrections and have the revised proposed budget ready for the afternoon's General Session Meeting. Bobby Crisp made a motion to accept the amended budget with a second from Dennis Crawford. The motion carried unanimously.

New dues statements were passed out for review. No motion was deemed necessary since there were no changes.

OLD BUSINESS:

President Palacios called on Teresa Walker to give a report on membership and designations. To date, there are 320 members, a 10% increase since January 2014. There are currently 68 designations: 1 – ATA-L

47 - ATA-R

20 - ATA-G.

Teresa Walker also provided information she had on the ATA/AlaMode Partnership venture. ATA members will receive a 25% discount on workshops and ATA will receive 5% of all sales through AlaMode when an ATA specific code is used.

It was suggested to make mention of this Partnership at the General Session in the afternoon and also in the September newsletter where a wider audience can be reached.

Bobby Crisp announced that NAA is proposing a mentorship program in all states that was originally implemented in the State of Texas.

NEW BUSINESS:

Revisions to the By-Laws were proposed as found in the handouts. The proposed change is to create a Director's Position of "Chairman of the Board" as well as the rules and regulations regarding this position. Bobby Crisp pointed out the proposed changes throughout the By-Laws. Bobby also suggested that an additional change be made in Section 9 – *Resignation, absences & termination*; add a clause allowing the Board to remove the Chairman of the Board with a three-quarters of the Board voting for removal. A motion was made by Andy Arledge and a second was made by Bobby Shafer. The motion was unanimously passed.

Bobby Crisp asked that Mike Braught, one of the original 10 founding members of the ATA, give his input on this subject. Mike gave his approval.

Teresa Walker asked if Exhibitors should pay both Exhibitor Fees and ATA Registration Fees or should they be allowed to attend classes for free? Discussion was held weighing the various options available. It was decided that Exhibitor's should pay both fees because they are representing themselves in two different capacities. No vote was deemed necessary.

With Travel Allowances being the next item on the agenda, Arturo spoke on the many expenses incurred serving as President and/or Chairman of the Board including travel and lodging. Andy Arledge suggested that there also be an allowance or per diem in place for the President and Chairman of the Board to attend Regional Meetings across the state. He proposed there be some type of allowance and possible debit card set up for this purpose. After discussion, it was decided to provide a \$3,000 allowance for public relation purposes at other conferences using a debit card. It is understood the ATA will reimburse for normal daily expenses on trips such as The Summit. A caveat is also in place in the event the President cannot attend, the Vice-President attends the event instead with the same privileges and limitations. Andy Arledge made a motion and Mava Jalufka seconded the motion. A unanimous vote carried the motion.

President Palacios requested that the Board discuss participation (or lack, thereof) of Directors at TALCB meetings. He would like to see more ATA Board members attend not only the quarterly TALCB meetings but also the Committee meetings and, more importantly, the AMC Committee meetings which are different than the TALCB meetings. He explained that there is a separate board for the AMC Committee and ATA has the capability of having input to this committee with being in attendance and bringing ideas and recommendations. Andy Arledge suggested that a volunteer email be sent for Board members to sign up to attend the various meetings.

The next item on the agenda was ATA Board Member term limits. After some discussion, Andy Arledge made a motion to that a Director could serve 2 FULL terms and then should sit out 5 years before being allowed to run/become a director again. The motion was met with opposition and failed. Andy re-stated his motion to include that a Director could serve 2 FULL terms and then sit out 1 term (3 years) before seeking election onto the Board. Donna Green seconded the motion. When asked if there was any discussion, various members expressed that they thought 3 years was too long, that a one year break was sufficient. After more discussion, the President asked for a vote on the original motion of 2 terms in, one term out, no votes were cast, the motion failed. Andy once again re-stated his motion; this time with the motion including a Director could serve two terms with a one year break before seeking re-election. Bobby Shafer seconded the motion. President Palacios then was tabled this motion because it was in conflict with the by-laws.

President Palacios opened the discussion on AQB Certified Instructors and he expressed his concerns that there should be more individuals becoming instructors. Known instructors are Diana Jacob, Bobby Crisp, George Harrison, Raulie Irwin and Bernie Burnett.

Break called at 10:15 a.m. Meeting resumed at 10:22 a.m.

ATA-annual mission, goal and 5 year plan was the next item on the agenda. Discussion was held and a general consensus was this would be the job of the Chairman of the Board, Bobby Crisp, to develop and present at the annual meeting in February. One of the current goals already in place is to hit the 500 member mark.

The Appraiser of the Year Award Qualifications was discussed. Bobby Crisp reminded the Board that this has been previously discussed and that while those recipients from the various regions are automatically qualified for the Appraiser of the Year Award, there needs to be the option to also nominate someone who may have done something outstanding throughout the year that is equally qualified for the award. No action was taken on this subject.

President Palacios asked how many courses does ATA currently offer. Teresa Walker stated that there are 7 at this time including a 7-hour USPAP Update class and a 15-hour USPAP class. Bobby Crisp announced that there is also a Highest and Best Use class named "The Secret Revealed" written by Tim Andersen from Florida. Tim has volunteered to teach this class for free if the ATA will cover the cost of his air fare & hotel.

Upcoming meetings schedule was the next topic open for discussion. The Dallas/Ft. Worth meetings are set for Sept. 26-27. The mid-year meeting will be held on Feb 20-21 in New Braunfels. The rest of the calendar was discussed as well as future classes. Bobby Shafer made a motion to table the Corpus Christi meeting for 2014. A second was made by Diana Jacob. The motion carried.

USPAP-15 hour course could be offered every quarter, possibly 6 weeks after the TALCB meetings. After much discussion and debate, Andy Arledge made a motion that the course be offered at a fee of \$250 per person with a minimum of 10 participants. There was no second on the motion. The motion failed.

Diana Jacob made a motion that we should offer the 15-hour USPAP class with the intent of serving the needs of disciplined appraisers required to take USPAP and offering it to new, incoming appraisers. Donna Green seconded the motion. The motion passed unanimously.

President Palacios requested volunteers for submitting an article for the September and the December 2014 ATA Connections newsletter. Diana Jacob, Donna Green and Arturo Palacios volunteered for the task.

Diana Jacob discussed the opportunity for those who are considering becoming AQB Certified USPAP Instructors to assist at the previously discussed USPAP classes. Potential instructors can learn more about USPAP while helping with the paperwork, conducting the class, etc. and obtain the necessary hours they need to obtain certification. ATA members will be able to co-teach with certified instructors plus they wouldn't have to pay for the class.

President Palacios brought up the topic of the complaint issues at the state against appraisers and what ATA can do to help these appraisers. He said it is a known fact that a complaint cannot be filed against the appraisers at TALCB, however, complaints could be filed against the lawyers with the State Bar for not having a Standard Operating Procedures Manual in following their procedures in their Enforcement Division. Diana suggested the ATA develop an Operating Procedures Manual to present to TALCB and Arturo said he has already started this project.

Diana Jacob passed around hand-outs for the TAFAC meeting she attended. Diana recently voted on the Personal Property criteria on behalf of the ATA. Diana was placed on two committees: APB Committee and ASB Committee, which is basically unheard of (being placed on two committees).

At 11:03 a.m., the Board went into Executive Session,

At 11:30 a.m., the executive sessions ended and the Board Meeting resumed with the meeting being adjourned with a unanimous vote that began with a motion from Donna Green and a second from Andy Arledge.

Respectfully submitted,

A handwritten signature in black ink that reads "Mava Jalufka". The signature is written in a cursive, flowing style.

Mava Jalufka
ATA Secretary