



Executive Committee Meeting Minutes

Wednesday, May 31, 2017

O. Henry Hotel, Greensboro, NC

Rollin Groseclose, CPA, Chair, presiding

Administrative Matters

Members Participating

Rollin Groseclose, Bill Ezzell, Donna Taylor, Dianne Uzzell, and Shawana Karkouki were in attendance. Scott Showalter was absent.

Staff Participating

Sharon Bryson and Mark Sotichack

Call to Order

Rollin called the meeting to order at 10:00am and thanked everyone for participating.

Order of Business

Executive Committee Administrative Matters

- The minutes of the February 28, 2017 and March 27, 2017 Executive Committee meetings were approved. (Motion by Donna Taylor with a second by Dianne Uzzell and unanimous approval)

2017 Leadership Summit and New BOD Orientation Recap

- There was widespread agreement that the agenda, sessions, etc. were well planned and built upon each other from start to finish. Overall, everyone agreed it was a great Leadership Summit.
- Given some issues with the Grandover, NCACPA has sent out an RFP to other hotels and is considering Raleigh for next year's event.
- Agreement that the timing of the new board orientation occurring ahead of Leadership was a good decision as it allowed those members to also be engaged during the event.
- Items for consideration next year include (i) evaluating if Leadership and CPAI can be spread out or combined, (ii) include a segment at BOD orientation concerning two or three items we anticipate making a decision on and provide relevant content/materials, and (iii) consider whether a "pared down" version of the Leadership Summit attendees should be reconvened in

the fall, ahead of action plan submission time. The Executive Committee requests management re-imagine these events, including timing, location, etc.

March 2017 Board Evaluation Survey

- Disappointment by the Executive Committee that only 80% of the BOD took the survey. Recommendations to keep anonymity of submission, but require each BOD to alert a point of contact at NCACPA that they took the survey to ensure we achieve 100% participation.
- The Executive Committee discussed whether there were opportunities for MET to be more engaged with Connect, requesting other committees to post questions and/or initiate using negative inquiries in posts (i.e. "Let us know if you have a contrary view to the position.")
- Look at changing up meetings during FY19 planning to (i) consider full day meetings (instead of half days covering two days) with dinner the night before, (ii) consider tacking on firm, B&I, university visits or some other type of networking/social activities, and/or (iii) inviting the leaders of the top 8 firms (as an example) to have lunch with the Board, but target the firms for a purpose (i.e. relationship to an issue, legislative activity, etc.)
- Need to increase the engagement of board members outside of meetings through conference calls and/or Connect posts.
- Succession planning appeared to be an important topic raised by a few of the board members in the survey and there was agreement to discuss this in the June board meeting. Consider the creation of a task force (~3 people) to determine what this group can do to operationalize the issue.

AICPA Spring Council

- The Capitol Hill visits were wildly successful in terms of outreach/advocacy, as well as social media response and engagement.
- Sharon noted her plans to parlay this into something like "storming the General Assembly" in NC, which would include engaging Young CPA cabinet members and other relevant groups within NCACPA. Bill posed the idea of identifying 6-10 of the elected officials whose campaign was supported by the NC CPA PAC and set up meetings to talk about specific topics/matters.
- As it relates to CGMA, an email from the AICPA was sent out to State Society executives on May 19th, which unfortunately did not provide much of an update especially around the partnership opportunity(ies). Rollin and Bill noted that at the Big 14 breakfast, there were a limited number of states interesting in pursuing a 50/50 partnership with AICPA.

Peer Review ED Response

- The Executive Committee provided some feedback and suggestions to the PRC to update/revise the response letter prior to presenting it to the Board for approval at the June board meeting.

NC CPA Foundation Update

- Bill Ezzell gave a brief update on the Joint Task Force meeting that took place after Leadership Summit, as well as the upcoming meeting on June 7th with the new task force that has been convened. The expectation of this group is to reset the Foundation and to have a plan in place within 60 to 90 days after the meeting.

Advocacy Update

- Sharon updated the group stating that NCACPA continues to be involved in the budgeting processing (on both the Senate and House sides).
- Sharon is currently focusing on a major initiative that is key to our membership related to N.C.'s acceptance of the federal extension form. She is continuing to partner with John Broadfoot, member, to work with Representative Brawley (Co-Chair of the House Finance Committee.) NCACPA was asked to help write the language/bill around this matter.
- Lastly, Sharon discussed her focus this upcoming year will be centered on (i) member awareness, (ii) staffing/resources related to advocacy, and (iii) establishing benchmarks for advocacy-related efforts.

Board Meeting Agenda

The Executive Committee reviewed and slightly amended the proposed agenda for the June 21, 2017 meeting of the Board of Directors. The focus of the edits/revisions were centered on creating a thoughtful plan for engagement of the Board related to NCACPA's strategic plan. The purpose of this session is for each strategic group to (i) identify any additional, and prioritize current, strategic tactics, (ii) discuss the longevity of these tactics, and (iii) determine what success looks like for each respective tactic.

Adjournment

Rollin adjourned the meeting at 3:45pm and again thanked everyone for participating.

Respectfully submitted,
Sharon Bryson,
Secretary to the Board