



NCACPA Board of Directors Meeting Minutes August 12, 2020 Kelli Knoble, CPA, Chair, presiding

Members participating

Walter Davenport	Kelli Knoble	Abi Raja	Bryan Swerbinsky
Whitney Gann	Jared Korver	Jose Rodriguez	Arleen Thomas
Shawana Hudson	Alex Lehmann	Rob Rowan	Michelle Tracz
Scott Hughes	Beth Monaghan	Scott Showalter	Austin Wachter

Staff participating

Sharon Bryson, Mark Sotichack, Nikki Vann, Amelia Hodges, Lorrie Leonhardt, Teka Miller-Alston, Jackie Asekhauno, Carly Rutledge, and Lisa Seaton.

Guests

NC State Board of CPA Examiners Executive Director, Bob Brooks, and Deputy Executive Director, David Nance; NCACPA Legislative Counsel/Lobbyist Dave Horne.

Administrative Matters

Board Chair Kelli Knoble called the meeting to order and welcomed all those participating.

CPAs in attendance recited the *Oath of a North Carolina CPA*.

Consent Agenda

Kelli inquired if there were any comments concerning minutes of the June 18, 2020 Board of Directors meeting (held via conference call). There being no questions or comments, a motion was made to accept the minutes as written, which was unanimously approved.

Strategic Discussions

Strategic Quadrant Focus on Highly Valued Professional Development

Amelia and Jackie led the interactive "deep dive" discussion, which began with dialogue focused on transitions made by the Professional Development (PD) Department since the middle of March due to COVID-19:

- Converted all spring conferences to virtual events. Registrations remained equivalent to previous year registrations for in-person conferences, with 3 out of 4 virtual conferences exceeding our attendance goals.
- Transitioned all remaining 2020 live events to a virtual format, with a heightened focus on participant experience and quality.
- Intentionally evaluating and adding new, relevant content to the catalog.
- Canceled and/or transferred all hotel/facility contracts with no financial liability to NCACPA in FY2021.

Separately, Jackie led the attendees in breakout sessions to discuss training topics and unexpected consequences of the pandemic on our learning objectives. After the breakout sessions, attendees came back together to discuss observations, which primarily related to the (i) impact of virtual training, (ii) resources needed to assist CPAs during a virtual work environment, and (iii) the need for CPAs to effectively manage, mentor, motivate, and train staff.

Governance & Operational Effectiveness

Treasurer's Update

Whitney Gann shared an update of our financials for the period ended June 30, 2020, noting that at the end of June there was a net surplus from operations of \$95,914, which is \$379,588 ahead of the budgeted deficit for the same period. The surplus is a result of (i) a margin on CPE programs of 64% compared to a budgeted margin of 46% for the period, and (ii) significant organizational cost controls.

Membership dues, down 3%, are close to budget. This is primarily a result of efforts due related to *Ring In The Members (RITM)* where we have customized renewal emails, and intentionally focused on each individual member we're reaching out to regarding their renewal. In addition, we extended the time devoted to the RITM initiative (as it began in July and will conclude in September.)

Investment Committee Update

Whitney commented that as of June 30, 2020, our investments have recovered from the downturn due to COVID-19, returning to the balance realized on December 31, 2019. The Investment Committee will meet in September 2020.

Audit Committee Update

Whitney noted that our external auditors, CohnReznick, are wrapping up their fieldwork and have found no material adjustments or issues. The Audit Committee will meet in the coming weeks to review the results of the audit.

Committee Restructure Task Force Update

Chair Scott Showalter shared that the Committee Restructure Task Force continues to meet on a regular basis. Scott reminded everyone the overall purpose of the task force is to determine if existing committee structures are aligned with our NCACPA vision, mission, and strategic plan.

- The suggested committee framework will be reviewed and discussed during the upcoming October 2020 board meeting.
- In January 2021, the CRTF will recommend related protocols and structure.
- The final recommendations will be presented in the February/March timeframe, with initial implementation to begin May 1, 2021.

Diversity, Equity & Inclusion

Sharon shared that Dr. Bahby Banks, CEO of Pillar Consulting, is wrapping up her review of NCACPA's prior D&I efforts. She will present her findings and recommendations in a series of meetings beginning with the NCACPA internal Leadership Team on August 27, the NCACPA staff on September 2, the Executive Committee on September 18, and the Board of Directors on October 1.

Enhanced Engagement

Summarizing the Sentiment Survey results, Teka noted that the survey, (consisting of 18 total CPA state societies - including NCACPA), was conducted in April 2020 and resulted in responses from 14,000 CPAs, with 949 identified as NCACPA members. Of the responding NCACPA members who took part in the survey, 93% responded that we have either met or exceeded their expectations during the pandemic. Additionally, departments within NCACPA are leveraging the survey results related to content curation and market outreach efforts. For more information, please visit the NCACPA website for detailed survey results.

Increased Advocacy & Awareness

Advocacy Update, 2020 Legislative Priorities, and NC CPA PAC status

Sharon complimented the NCACPA Advocacy Advisory Council (AAC) for their level of engagement at both the federal and state level. Sharon noted the AAC will meet next week to discuss proposed NC CPA PAC contributions (that will be shared with the Board.) The AAC will meet post October 15th to discuss the preliminary legislative agenda for the upcoming General Assembly session. Following this discussion, their recommendations will be shared with the Board of Directors.

With respect to NC CPA PAC fundraising, Sharon reported we have received \$41,240 since April 1, 2019, well positioning us to reach our goal of raising \$50,000 by September 30, 2020.

Kelli reminded each board member that they are expected to support the NC CPA PAC. An anonymous member (who has contributed \$1,000 to the PAC) has challenged each board member to contribute a minimum of \$250 to the NC CPA PAC. If the challenge is met, this member will contribute an additional \$1,000.

Upon request, Sharon agreed to send each board member their individual PAC and Foundation contribution status for this fiscal year. Board members were encouraged to make both their PAC and Foundation donations as soon as possible...noting NC CPA PAC funds will be disbursed before the upcoming election, and that Foundation applications go live on September 1st, running through October 23rd.

Other Business/Closed Session

The meeting then moved into a closed session, which included only NCACPA board members and all NCACPA staff members who were participating in the meeting.

Adjournment

There being no further business to conduct, Kelli Knoble thanked everyone for their participation and adjourned the meeting at 11:56 am.

Respectfully submitted,
Sharon H. Bryson, M.Ed., NCACPA CEO
Secretary to the Board