



**Draft Minutes of RMC 2016 Midyear Meeting Agenda - Denver, CO - Original Brooklyn's -
Saturday, May 21, 2016 11:00 AM**

Attendees

Jon Yergensen	RMC President	Colorado Springs PDCA
Karen Van Dehy	RMC 1 nd Vice President	Denver PDCA
Daniel Ruffennauch	RMC 2 nd Vice President	Colorado Springs PDCA
Audra Ruffennauch	Chapter Executive Director	Colorado Springs PDCA
Jeff Van Dehy	Chapter Secretary	Denver PDCA
Larry Torres	Chapter President	Denver PDCA (Dial-in conference call)
Jamie Bateman	RMC Secretary/Executive Director	Denver PDCA

President Jon Yergensen called meeting to order. Two RMC Chapters were represented. Jeff Van Dehy gave an invocation and President Jon Yergensen led the meeting in reciting the pledge of allegiance. The meeting agenda was approved. The minutes of September 19th, 2015 Annual Business Meeting were reviewed, edits recommended and motions to approve were made by Jeff Van Dehy, seconded by Audra Ruffennauch. Motion passed draft minutes approved.

President's Report

Jon Yergensen welcomed and thanked the attendees for coming to the mid-year meeting. He opened the mid-year meeting agenda items for discussion and review.

Secretary-Treasurer Report

Jamie Bateman presented the audited Q1 year to date financial reports through April 2016, updated those present on Council membership numbers, updated those present on recent communications from National PDCA, including that she completed electronic filing of the Council's 990 with the IRS. Facts were shared about the websites and domain names for the chapters, which are part of the Council's expenses. All chapters website hosting and domain names are covered, up to date and renewed. SLC, Denver and SoCo are the only chapters using their sites. A communication news item will be sent out to members asking to ratify the by-law revisions once the by-laws have been reviewed.

Chapter Reports

Denver – Jeff Van Dehy and Jamie Bateman reported on the chapter's meetings build, recent meeting topics that included an attorney discussing employment and labor law changes and upcoming topic on Faux Finishes. The chapter added one new contractor member and recently had a table at the Benjamin Moore Tradeshow. The chapter is currently in contact with the Wildlife Sanctuary in Keensburg,



Colorado, the recipient of this year's charity project. The Denver chapter will be conducting a social outing to a Colorado Rockies game in the summer and they are participating the upcoming Guiry's and Sherwin Williams Pro Shows in June. Jeff shared about his experiences at National's conference in New Orleans.

Salt Lake City – Jon Yergensen provided a report received from Executive Director Brandt Domas, on the chapter. See attachment.

ACTION: Jeff Van Dehy to reach out to National and research the By-laws to see how the council can assist the SLC chapter.

Southern Colorado – Dan and Audra Ruffennauch reported on meetings, and recent participating in the Sherwin Williams Pro Show where they have 11 new prospects. They have a charity golf tournament in July that is sparking interest with some of their proceeds being donated to the HBA cares project. Discussed being involved in vocation education projects with two school districts at the high school level (HBA and AGA funded). Audra is working to update the chapter website. Jon commended Audra for the "fantastic job she is doing as the executive director!"

Western Slope PDCA – no representative. No update reported. Members at large.

ACTION: None to be taken at this time

2016 RMC Convention – Denver, Colorado Hosted by RMC Council Convention Committee PDCA –

Discussion regarding the upcoming convention in Denver will be in September to be possibly held at the Omni, in Broomfield, Colorado or Littleton, Colorado at Arrowhead Golf Course. The chapter is using the abbreviated convention schedule build which includes a morning golf tournament and table top pro show on a Thursday (dates to be determined), followed by an evening awards dinner, Friday morning committee breakfast round table meeting, guest speaker presentation and conclude with the RMC Member Annual Business Meeting on Friday afternoon. The golf tournament, based upon date availability, is set to be held at the Omni or Arrowhead Golf Course. Hotel rates and location to be determined. Inviting a representative from National, budget and speakers/topics was discussed and is to be determined. Speaker suggestion was Tom Reber of Manitou Springs, CO. Suggested that chapters nominate specific awards and have council awards.

ACTION: Jamie Bateman and Audra Ruffennauch to work together to contact the Omni Golf Resort and Arrowhead Golf Course and to obtain Tom Reber's contact information to reach out to him regarding the RMC fall conference and begin the planning process.



National PDCA Convention

Karen Van Dehy and Jeff Van Dehy reported on attending the national convention in New Orleans. National tries to make it easy to get to and affordable. Jeff provided videos on some content (published on the RMC Facebook page – thanks Jeff! Great job!) Some of the best talks were given from consultants. Highlights included: HR and compliance, innovative marketing, what the numbers are, new trends, pay-per-click is not as successful, people are not having great success with Angie’s List, better success rates when you have relevant content on your website, pay attention to your SEO and performance indicators. Conference topics are setup by grids for beginners, experienced and pros with respect to HR, operations, customers, craftsmanship etc. Great to socialize and meet people. Karen recommends that you attend the Residential forum first and then attend a national conference, “Residential forum is better.”

Council – Discussion

Jon Yergensen and Jamie Bateman discussed contact with staff, BOD liaison and Chairman. Discussion regarding the fill of the now vacant 2nd Vice President position will be postponed until the annual convention. Council by-laws (revisions and approval) need to be addressed.

Council – Committees

Committee assignments list were reviewed and updated.

Council Business

Discussed with regards to membership development at pro shows etc.

Old Business

Burnett Marketing Services and DYB Café, Facebook Group – Based upon member survey results and looking at the budget, Jon Yergensen recommended that the RMC stop investing in the Burnett coaching services at this time. The RMC has already invested \$3k and it is a tool for members to retain membership and gain new members – there is value on an individual basis and we would love to continue the program but we cannot continue with the current budget. We’ve had excellent feedback from those that participated in the program but cannot afford to continue. Looking at the current membership, we would need 78 members to breakeven with the cost of Burnett coaching at \$650 a month and we simply don’t have the member numbers to support the service.

ACTION: Jamie Bateman to convey the council’s sincere thanks to Steve Burnett and ask if he would be willing to become a vendor to our members.



Colorado



Utah

New Business

No new business.

Meeting Adjourned

Jon Yergensen adjourned the meeting.