

**Bridal Association of the Brazos Valley**

**MINUTES**

**Monthly Board Meeting**

**6:00pm, Tuesday, January 21, 2014**

**Sandee's Sweets, College Station, TX**

- I. Call to Order: President Travis Rollins called the meeting to order at 6:02pm. The following officers and directors were present: Tim Harris, Sandee Moss, Alexi Person, Crystal Beato, Leah Smith, and Lacey Baze,. SEPA representatives present: Mallory Clarke & Meryl Parks.
- II. Additions to Agenda: none
- III. Minutes: Motion by Moss to approve the Nov 2013 Board Meeting Minutes, second by Baze, approved by unanimous vote.
- IV. Old Business:
  - A. Membership Report: Discussion about The Event Company resigning in good standing. Tim Harris moved to accept their resignation and Leah Smith 2<sup>nd</sup>. Motion was unanimously approved.
  - B. Financial Report:
  - C. Events/Shows Report: Discussion about fall show comments from vendors, including need for more space but concern about cost going up. Tim Harris moved to change the fall show to match the spring show format. Leah Smith 2<sup>nd</sup>, and the motion was unanimously approved.
  - D. Advertising/Marketing Report: Discussion on changes to marketing strategy, including removing ads from The Eagle and reallocating funds to an I-45 billboard sign with greater visibility. Also, the addition of two separate 5000 flier drops in the Battalion on campus.
  - E. Website Report: Les from eSiteful sent an estimate for new website in at \$29K. Tim Harris moved for approval of \$30K to hire eSiteful for the renewal of babv.org website. Leah Smith 2<sup>nd</sup>, and the motion was unanimously approved.
  - F. Elections Committee: Amy McCormick is stepping down as VP of Membership in April. Tim Harris moved that a waiver be granted to allow Leah Smith to take over the VP of Membership position after only ½ of her Director C position term. Sandee Moss 2<sup>nd</sup> the motion and it was unanimously approved.
  - G. By-Laws Committee: Review of recommended changes in our by-laws by Chris Peterson. Further review and voting on changes to take place at the January 30 business meeting.

Also noted in the changes is the need to create a Secretarial Binder that includes all paper copies of minutes, as well as a copy of the current approved and submitted by-laws.

Lexi Person moved to approve up to \$1500 for Chris Peterson to complete our non-profit charity 503C6 status with the State of Texas. Sandee Moss 2<sup>nd</sup>, and the motion was unanimously approved.

Adjournment: Meeting was adjourned by Travis Rollins at 7:29pm.

**Bridal Association of the Brazos Valley**

**MINUTES**

**Monthly Board Meeting**

**6:00pm, Tuesday, January 30, 2014**

**Brazos Cotton Exchange, Bryan, TX**

- I. Call to Order: President Travis Rollins called the meeting to order at 6:07pm. The following officers and directors were present: Tim Harris, Alexi Person, Crystal Beato, Leah Smith, and Phillip Garrett.
- II. Additions to Agenda: none
- III. Old Business:
  - A. Membership Report: Prospective members Megan Garner of Megan Garner Portrait Designs (specializing in boudoir photography), and Andrew Robison of Advocare presented their businesses to the board members for approval. Tim Harris moved to accept both memberships. Leah Smith 2<sup>nd</sup>, and the motion was unanimously approved.

Adjournment: Meeting was adjourned by Travis Rollins at 6:25pm.

**Bridal Association of the Brazos Valley**  
**MINUTES**  
**Annual Business Meeting**  
**6:00pm, Thursday, January 30, 2014**  
**Brazos Cotton Exchange, Bryan, TX**

- I. Call to Order: President Travis Rollins called the meeting to order at 6:52pm. The following officers and directors were present: Tim Harris, Sandee Moss, Alexi Person, Crystal Beato, Leah Smith, and Lacey Baze, Phillip Garrett, Amy McCormick, Peggy Erickson.
- II. Welcome: Travis Rollins
- III. Reports:
  - A. Membership Report: Amy McCormick – 118 members, up 23 from last year. Report in attachment A.
  - B. Financial Report: Alexi Person - delivered to membership by Tim Harris. Report in attachment B.
  - C. Events/Shows Report: Travis Rollins, report in attachment C.
  - D. Website Report: Tim Harris reported attachment D, regarding upcoming improvements in website and also how our brides are utilizing the website in general.
  - E. Marketing Report: Delivered by Travis Rollins. Discussion on changes to marketing strategy, including removing ads from The Eagle and reallocating funds to an I-45 billboard sign with greater visibility. Also, the addition of two separate 5000 flier drops in the Battalion on campus.
  - F. Bride's Guide Distribution Report: Kristen Smith reported on how and where the guides were being distributed, as well as locations you can obtain more copies of the guide. Report in attachment F.
- IV. Elections: Tim Harris, Sandee Moss, Alexi Person (elections committee). Report in attachment G. Tim Harris reviewed the process of board member nominations and that there were no actual nominations made during the Nov. 29- Dec. 29<sup>th</sup> period. Rebecca Stallsworth moved to approve the elections committee nominations. Rober Noorwood 2<sup>nd</sup>, and the motion was unanimously approved.
- V. By-Laws Amendments: Travis Rollins reported the recommended changes in the attached copy of BABV current by-laws. Robert Noorwood moved to approve the changes and Rebecca Stallsworth 2<sup>nd</sup> the motion. It was unanimously approved for change.
- VI. Fall Show Format: Tim Harris presented page 2 of attachment C, regarding the proposed BABV 2014 Fall Show Floor Plan changes that were drawn up based on the 2013 Fall Banquet survey of members. Neal Maracchini moved to accept the new floor plan and Kathy Noorwood 2<sup>nd</sup> the motion. Motion was unanimously approved.
- VII. Member Comments and Questions: Heather Wright asked if it was OK to include the BABV logo on personal marketing pieces? Yes, it is ok.
- VIII. Prize Drawing: Michael Kellett Photography won the full-page ad upgrade in the Fall 2014 Bride's Guide.

Adjournment: Meeting was adjourned by Travis Rollins at 8:26pm.

A)

Membership report for Annual Meeting  
January 30, 2014

Membership on January 1, 2014 – 116

Number of New Members – 23

/16/2013 12:14	An Inn at Quarry Ridge	Larry Winkler
/16/2013 12:17	Olsen Field at Blue Bell Park	Kacey Conley
/16/2013 12:18	Miramont Country Club	Allyson Brown
/30/2013 8:42	2J Production Services	Brad Jett
/30/2013 8:45	Jen Brazeal Photography	Jen Brazeal
/30/2013 12:58	J. Cody's Steaks & BBQ	Cody Whitten
/6/2013 10:35	Carriage House Floral Design by Astin Mansion	Chelsi Coldiron
/17/2013 18:23	U Name It! Creative Services	Amelia McCracken
/11/2013 23:09	Heather E Wright Professional Makeup Artist	Heather E Wright
/19/2013 13:08	Events By Brandy	Brandy Petereit
/19/2013 13:10	Garza Photo & Design	Tamara Garza
/19/2013 13:12	Mallett Brothers Barbeque	Greg Mallett
/19/2013 13:14	Ant Street Inn	Suzy Hankins
/21/2013 9:39	Ciana's Cakes at The Chocolate Gallery	Ciana Neubauer / Christina Patterson
/17/2013 8:50	D'Vine Cuisine	Kantessa Castillo
/21/2013 15:50	FIBI and CLO	Ellen Moritz
/21/2013 15:53	Paper Inkpressions	Ana Lucia Kolasinski
0/16/2013 15:11	A Paige In Time Rentals	Paige Jatzlau
0/16/2013 15:14	Luke's Bartending Service	Luke Ruffino
0/30/2013 18:31	Courtyard by Marriott	Jan Kyle
1/20/2013 14:24	North Hair Design Studio & Spa	Jan Creery
1/20/2013 14:28	Kim Kuhlman Photography	Kimberly Kuhlman
2/11/2013 13:53	Aerofit Health & Fitness	Crystal St. Clair
2/16/2013 19:03	Hilton Garden Inn	Erika Pinner

Approved two new members tonight, so total membership - 118

Deborah Garner Portrait Designs

Andrew Robison Advocare

Successful membership drive

I have enjoyed my time on the board over the last two years. It has been a pleasure to work with such a great group of people who work very hard to make the association successful. I would like to extend a special thanks to Kristen and Tim Harris who were extremely helpful in following up with prospective members during our membership drive.

C) - 2 pages  
2013 PARTICIPATION and COST

	<u>SPRING 2013</u>	<u>FALL 2103</u>
Exhibiting Members	89	73
Percentage of Membership	82.7%	66.4%
Exhibited in Only One Show	23	8
Exhibited in Both Shows	56	
Resigned vs New Members	10 Res	9 New
Number of Booths/Tables/Spaces	110	76
Cost of Exhibit Space	\$310/\$460	\$325/\$425

### BACKGROUND

The first Fall Show was held in 2007 at Pebble Creek Country Club. The new tabletop concept, with a wedding reception atmosphere, of the Fall Show was, at the time, popular with both exhibitors and brides. In 2008, the Fall Show moved to The Hilton. During this period, responding to exhibitor demands of more space, the concept moved slightly away from the original all tabletop model, to include trade show type spaces around the walls of the ballroom. By 2012, the Fall Show had maxed out the available space at The Hilton and the decision was made to move the 2013 Fall Show to The Expo Ballroom. The first Fall Show at The Expo Ballroom maxed out the available space there, with about a half dozen members unable to exhibit due to all spaces being sold out quickly.

The Show Committee recognized that changes are necessary if the Fall Show is to continue to grow and be available to all members who wish to exhibit. We received a number of requests to make the Fall Show more like the Spring Show format...with 10x10 pipe and drape booths and more space so all members who wish to exhibit have that opportunity. The Committee began to consider possible options.

A survey was conducted at the 2013 Fall Banquet. Thirty-two members completed the survey, representing 29% of the total membership and 44% of Fall Show exhibitors. In response to the question "What type of exhibit space works best for your business?" 75% indicated a "10x10 Pipe and Drape Booth." Additionally, 31% of those indicated a "Double Booth" was preferred. When asked about growth of the Fall Show, 53% indicated the Fall Show should grow in the number of exhibitors as well as size and options of exhibit spaces.

The Show Committee discussed the results of the survey and possible options at their meeting on October 29. The Committee firmly believes exhibit space should be available to all members who wish to participate. Exhibit spaces should be of the type that allows the best possible showcase of each exhibitor's products and services. The pros and cons of a number of options were carefully considered. Projected costs were also considered. It was found that booth fees for exhibitors would not be affected by a change when considering the projected increase of the number of exhibitors that will result from the change.

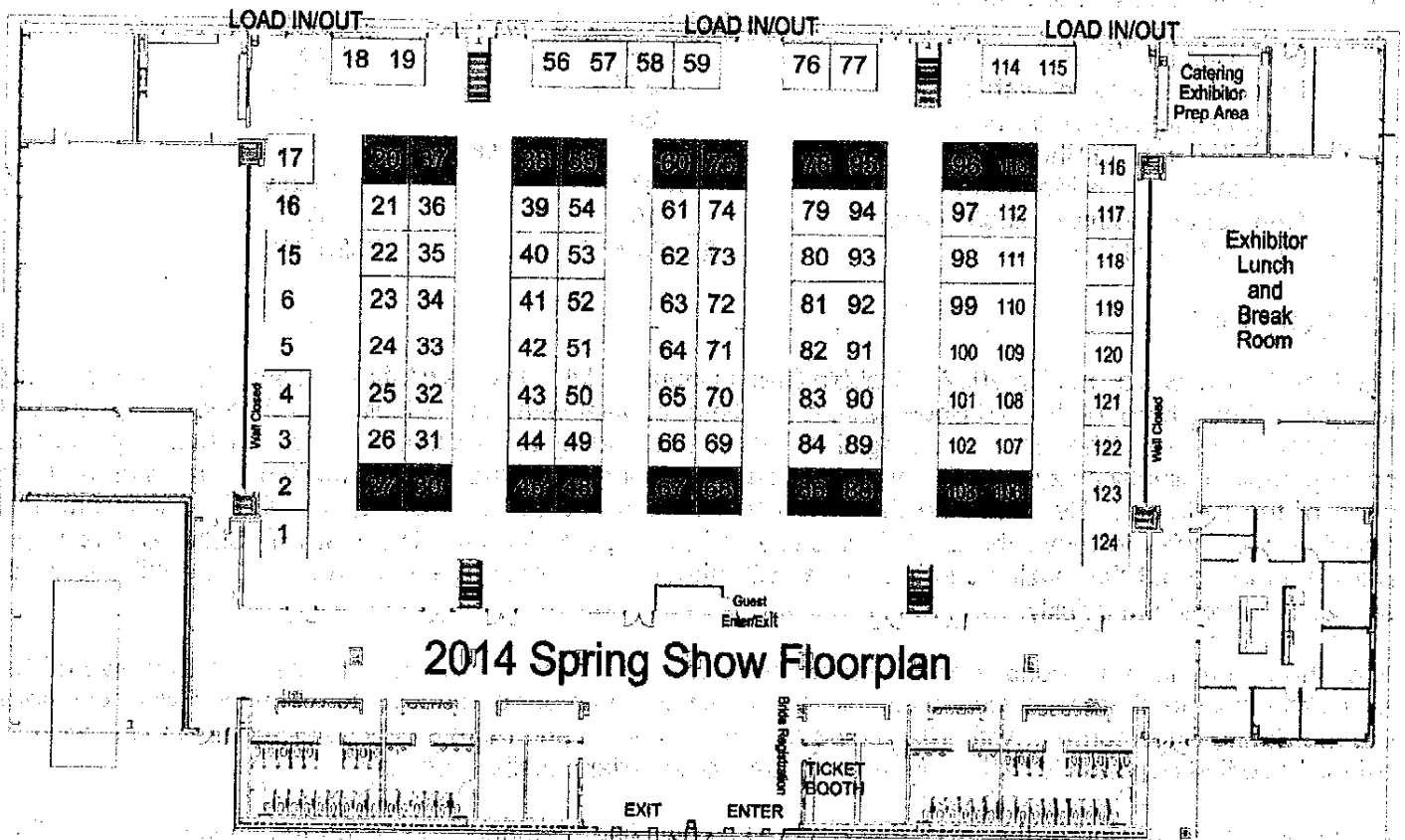
A recommendation was made by the Show Committee to the Board of Directors to move the Fall Show into The Expo Exhibit Hall with a 10x10 Pipe and Drape Booth format. At their meeting on November 19, the Board of Directors decided to request comments, via email, from the membership. The email was sent to the membership on December 11, 2013 and only four members responded. All four were in favor of retaining the tabletop format, three of the four were concerned with cost.

### PROPOSAL

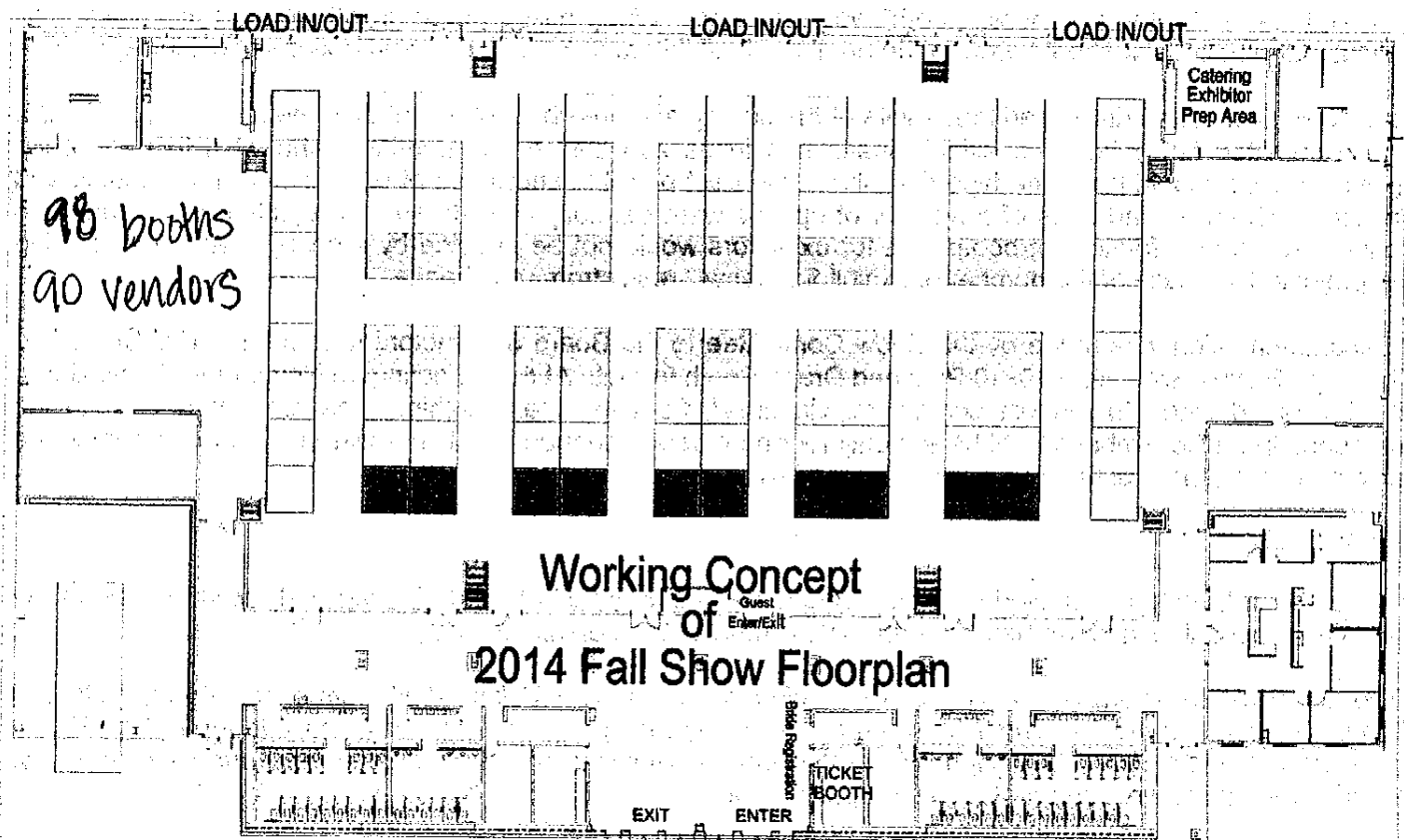
The Board of Directors reviewed the comments at the January 2014 Board Meeting and voted to present the following proposal to the Membership at the 2014 Annual Membership Meeting:

*"The Board of Directors of the Bridal Association of the Brazos Valley shall instruct the Events (Shows) Committee to move the Fall Bridal Show and Benefit, beginning with the Fall 2014 Show, to the Exhibit Hall of the Brazos County Expo, to design a floorplan format similar to the Spring Show and budget to maintain exhibitor fees at a level comparable to the Spring Show."*

(C)



Bridal Association of the Brazos Valley



Bridal Association of the Brazos Valley

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Bridal Association of the Brazos Valley  
2014 Member Business Meeting

Website Report

Website Stats for 2013

133,619 Visits (113,339) 15% increase in Visits from 2012

721,305 Page Views (639,085) 11% increase in Page Views from 2012

517,522 Page Views In the Resources Section (Member's Profiles) (457,670)

19,825 Unique Visitors (18,865)

14,252 Returned One or More Times (12,195)

44% of traffic was from a mobile device (phone or tablet) (37% in 2012)

58% of traffic was by direct link...they found our URL somewhere and typed it in (64%)

25% of traffic was from Search Engine (22%)

7% of traffic was from a link on Facebook (7%)

Banner Ads on Website

They were added to all pages on the site. When a visitor goes to another page, she sees four different ads.

The banner ads are in a fixed circular rotation, so each time someone open a page, they see the next four banners in the rotation.

Banner ads are \$25 per banner per year, limit 5 per member.

Purchase banner ads at time of dues renewal.

There was 721,305 page views in 2013...4 banners on a page...that's 2.8 million displays of those banners. That's 32,000 displays of each banner in the rotation...89 times per day.

Website Improvements

The Bride's Guide is available on the BABV.org website. It is in a page flip format so visitors to the website and page through the guide online, just as they would a print copy. It multi-platform compatible, so it works on computers, tablets and smartphones.

We are in the process of changing over to a new online payment processing service. The error messages that have plagued us for some time were found to be a compatibility issue with the current payment processor.

There will be a number of improvements to the BABV.org website during 2014. Right now our website is not very tablet and smartphone friendly, one of the big items to improve is to make our site screen size sensitive. In doing this, there will be an update to the look and an overall modernization of the platform the site runs on. Be on the lookout for notices about changes to the website in 2014.

(F)

Hi I'm Kristen Smith and I have volunteered to be the BABV Bride's Guide Distribution Coordinator:

I started with the Fall 2013 edition, so I wanted to read off a few stats for you regarding our Distribution of that Guide!

We distributed a little over 5,000 Guides thru out the Brazos Valley (each box had 80 in them)

\*Fall Show – 4 boxes (320 Guides)

\*SEPA – 6 boxes (480 Guides)

\*Members – 12 boxes (960 Guides)

\* Racks – 41 boxes (3280 Guide)

Total 63 boxes (5040 guides)

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Current Boxes this go around have 92 guides per box (it's a bit heavy, so next go around we are asking that they only put 80 per box)

We have already set out over 1,000 guides in the racks the first week since the Spring 2014 guides came in. If you know of a Business that may let us put a rack in their location please let me know and I will be happy to contact them or if you would like a rack in your location please see me after the meeting!

SEPA (Student Event Planners Association) is again assisting in the distribution. They have 4 boxes to place in Hair salons, tanning salons, Coffee Houses, Panera Bread, the waiting rooms of the three Hospitals here in town, just to name a few.

Locations where we currently have racks:

Chocolate Gallery, CJ's BBQ Bryan, Kettle CS, Copy Corner CS, Denny's CS, Village Foods Bryan\*\*

Harvey Washbanger CS, Rudys CS, Wolfpen Carwash CS, A&M Rec Center, Grand Station Ent.,

And Vip Bridal,...

We had racks in The Tap, Atami, & Kettle Bryan but those were pulled due to the guides not moving from those locations.

I travel around town once a week to check on and refill all the racks. We also have our BABV.org & our Logo along with my Phone number on them, the rack advertises our website and also anyone can call me if a rack is found empty or need attention!

member pick-up. Ashley & Co - Ashley  
Post Oak Florist - Debbie

online - Guide is





Bridal Association of the Brazos Valley  
Annual Membership Business Meeting  
2014 Elections Committee Report

Committee Members

Tim Harris, Chair  
Santee Moss  
Alexi Person

Open Nominations

Notice given via email to Members on November 27, 2013  
Open Nominations Period began November 29, 2013  
Open Nomination Period ended December 29, 2013  
No nominations were received from the membership

Nominations

First Vice President/President Elect

Travis Rollins – Texas Entertainment

Second Vice President/Membership

Leah Smith – Double Creek Crossing

Secretary

Crystal Littrell Beato – Crystal Littrell Photography

Director, Places A & B

Peggy Erickson – Pebble Creek Country Club

Susie Hankins – Ant Street Inn

**Bridal Association of the Brazos Valley**

**MINUTES**

**Monthly Board Meeting**

**6:00pm, Tuesday, February 18, 2014**

**Sandee's Sweets, College Station, TX**

- I. Call to Order: President Travis Rollins called the meeting to order at 6:04pm. The following officers and directors were present: Tim Harris, Sandee Moss, Alexi Person, Crystal Beato, Leah Smith, Suzy Hankins, and Lacey Baze. SEPA representatives present: Mallory Clarke & Ashley Merchant.
- II. Additions to Agenda: none
- III. Minutes: Motion by Lacey Baze to approve the January 2014 Board Meeting Minutes, January Specially Called Board Meeting, and 2014 Annual Business Meeting Minutes. Motion was second by Leah Smith and approved by unanimous vote.
- IV. Old Business:
  - A. Membership Report: Discussion about reprinting membership packets for future use. Sandee Moss motioned to approve up to \$1000 for printing of packets – Alexi Person 2<sup>nd</sup> and it was unanimously approved.
  - B. Website Report: Discussion about upcoming eSiteful conference call regarding operational design set-up. Tim to report back at March board meeting.
  - C. Financial Report: None – report will be emailed next week.
  - D. Events/Shows Report: Tim reported positive feedback from vendors about spring show traffic, new hours, and the bride's feedback during show. Sprint Banquet set for April 8, but is contingent upon availability of Diamond Club. If not available on 8<sup>th</sup>, banquet will be scheduled for April 15<sup>th</sup>.
  - E. Advertising/Marketing Report: Discussion on positive response for new billboard signs. Sandee is compiling information from brides on how they heard about the show for future use.
- V. Other Business: Tim Harris moved to donate 100% of ticket sales to Pink Alliance. Sandee Moss 2<sup>nd</sup> the motion and it was unanimously approved.

Adjournment: Meeting was adjourned by Travis Rollins at 7:04 pm.

**Bridal Association of the Brazos Valley**

**MINUTES**

**Monthly Board Meeting**

**6:00pm, Tuesday, March 18, 2014**

**Sandee's Sweets, College Station, TX**

- I. Call to Order: President Travis Rollins called the meeting to order at 6:15 pm. The following officers and directors were present: Travis Rollins, Sandee Moss, Peggy Erickson, Alexi Person, Leah Smith, Crystal Littrell, Suzy Hankins and Lacey Baze. SEPA representatives present: Brooke Lovelady.
- II. Additions to Agenda:
- III. Minutes: Motion by Sandee Moss to approve the Feb 2014 Board Meeting Minutes, second by Alexi Person, approved by unanimous vote.
- IV. Old Business:
  - A. Membership Report: None
  - B. Financial Report: Revised revenue for bridal show is \$9845.

Discussion about Lisa Wantuck needing to upgrade quickbooks. Sandee motioned to approve funds for the upgrade and Leah 2<sup>nd</sup>. The motion was unanimously approved.
  - C. Events/Shows Report: Spring Banquet will be held April 15.

There was also the beginning of discussion about a possible fun-run in October that would bring awareness to the bridal show as well as benefit Pink Alliance.

Chamber of Commerce – Business Afterhours has June 2015 available on the hosting calendar. We discussed that it would be great exposure for wedding and non-wedding clients. Hosting costs are \$1750. Sandee Moss moved to approve the \$1750 for hosting. Peggy Erickson 2<sup>nd</sup> and it was unanimously approved.
  - D. Advertising/Marketing Report: None
  - E. Website Report: None
- V. Other Business: Sandee Moss moved to approve \$300 gift card for Kristen Smith to reimburse her for fuel costs associated with two Bride Guide disbursements. Peggy Erickson 2<sup>nd</sup> and it was unanimously approved.

Adjournment: Meeting was adjourned by Rollins at 7:18 pm.

## **Bridal Association of the Brazos Valley**

### **MINUTES**

#### **Monthly Board Meeting**

**6:00pm, Tuesday, April 22, 2014**

**Sandee's Sweets, College Station, TX**

- I. Call to Order: President Time Harris called the meeting to order at 6:00 pm. The following officers and directors were present: Travis Rollins, Sandee Moss, Alexi Person, Crystal Littrell, Suzy Hankins, Lisa Wantuck and Lacey Baze. SEPA representatives present: Meryl Parks. Guests present: Less Lee, and Chi Chi Allen.
- II. Additions to Agenda: None
- III. Minutes: Motion by Travis Rollins to approve the March 2014 Board Meeting Minutes, second by Lacey Baze, approved by unanimous vote.
- IV. Old Business:
  - A. Membership Report: Discussion with prospective member Chi Chi Allen of Purium Health Products. Sandee Mosse moved to approve her application and it was 2<sup>nd</sup> by Suzy Hankins for a unanimous approval. The board also reviewed the attached categories of membership policy. Travis Rollins moved to approve the category policy and it was 2<sup>nd</sup> by Sandee Moss for unanimous approval.
  - B. Website Report: Les Lee from eSiteful presented 3 options for the new BABV.org website layout. Board members submitted comments on likes and dislikes and Les Lee will return with updates before the next meeting. iPhone app renewal is up and the board discussed the fact that with the release of the new website the app will become obsolete. Lacey Baze moved to not renew the iPhone app, and the motion was 2<sup>nd</sup> by Travis Rollins for unanimous approval. Lastly, Tim Harris discussed the need for additional email boxes. Tim moved to approve \$40/yr required to increase the email address boxes, it was 2<sup>nd</sup> by Lacey Baze and unanimously approved.
  - C. Financial Report: Review and discussion of the attached Budget and Finance Policy. Crystal moved to accept the policy and Travis 2<sup>nd</sup> for a unanimous approval.
  - D. Advertising/Marketing Report: Tim Harris read aloud a resignation letter from Kristen Smith regarding her volunteer efforts. It noted that she would no longer be able to continue as a volunteer due to the high personal cost of \$500 per issue to deliver and maintain the Bride's Guide magazine stock. Due to a potential conflict of interest, Tim Harris removed himself from the boardroom prior to discussion and voting on how to handle further guide disbursement services. The board discussed, and decided to use Lisa Wantuck and pay \$300 + mileage due to the fluctuating delivery schedule. This would be effective as of the Fall 2014 issue. Lacey motioned to accept the boards recommendation and Sandee Moss 2<sup>nd</sup> for unanimous approval.
  - E. Events/Show Report: Tim Harris presented the 5 attached documents containing updates for board approval.

1. Show rules and Regulations Policy – Sandee Moss moved to accept with a 2<sup>nd</sup> from Travis Rollins. The motion was unanimously approved.
2. Exhibitor Information Packet Template – Travis Rollins moved to accept with a 2<sup>nd</sup> from Sandee Moss and unanimous approval.
3. Fall Show Floorplan - Travis Rollins moved to accept with a 2<sup>nd</sup> from Sandee Moss and unanimous approval.
4. Fall Show Budget and Booth Fees – Tim Harris abstained from voting on this matter. Fees are based on an estimated sale of 85 booths. Sandee Moss moved to accept with a 2<sup>nd</sup> from Travis Rollins. The motion was unanimously approved.
5. Bride Registration Cards – Now to be printed on ½ sheet of paper vs. a notecard. Crystal Littrell moved to accept the new card with a 2<sup>nd</sup> from Alexi Person for unanimous approval.

v. Other Business:

- A. The board reviewed and voted on changes to the following 3 attached policies that were affected by the previously updated by-laws. Lacey Baze moved to accept them with a 2<sup>nd</sup> from Sandee Moss for unanimous approval by the board.
  1. Ethics Policy
  2. Privacy Policy
  3. Conflict of Interest Policy – required for non-profits and good status with the IRS.
- B. A motion was made by Tim Harris to stop providing meals during the board meetings. It was 2<sup>nd</sup> by Lacey Baze for unanimous approval.

Adjournment: Meeting was adjourned by Harris at 9:24 pm.

## CERTIFICATE OF SECRETARY

I certify that:

I am the duly qualified and acting Secretary of The Bridal Association of the Brazos Valley (the Association), a duly organized and existing Texas Association.

The following is a true and correct copy of a resolution adopted by the Board of Directors of the Association at a meeting that was legally held on 22<sup>nd</sup>. day of April, 2014 and which minutes were filed in the minute book of the Association.

RESOLVED, in accordance with Association bylaws, the Board of Directors has designated the following categories of membership.

- Beverages
- Cakes and Desserts
- Catering
- Coordinators
- Dance Lessons
- Dress and Fashion
- Entertainment
- Favors
- Florists
- Gifts and Registries
- Health and Beauty
- Invitations and Calligraphy
- Jewelry
- Lighting
- Linens
- Lodging
- Officiants and Counseling
- Party Rentals
- Photography
- Photo Booths
- Real Estate and Financial
- Reception and Ceremony Venues
- Rehearsal Dinner and Shower Venues
- Transportation
- Travel and Honeymoons
- Tuxedo and Men's Attire
- Videography

Membership in the Association shall include listing in one category. Members may be listed in additional categories for a fee, set annually by the Board of Directors.

A member must offer a product or service directly related to a category in order to be listed in

that category. A member may not be listed in a category that is indirectly related to a product or service if another category is directly related to that product or service.

All category listings are subject to the approval of the Board of Directors on the recommendation of the Vice President of Membership.

Category listings shall be applicable to member profiles on the Association's website and member advertising in the Association's Bride's Guide publication.

The Board of Directors has not set any limits to the number of members permitted in any one category of membership.

In accordance with Association bylaws, members of the Association are all of "one class" without regard to being listed in a given category or multiple categories. One sole membership listed in multiple categories remains one sole membership, with identical rights of membership as any other one sole membership.

The resolution is in conformity with the Certificate of Formation and Bylaws of the Association, has not been modified or repealed, and is now in full force and effect.

Date: \_\_\_\_\_.

\_\_\_\_\_  
\_\_\_\_\_  
Secretary

# *Bridal Association* of the Brazos Valley

## 2014 - 2015 Membership Dues and Fees

### New Member Dues

Dues for new members are \$275 for the first year

(\$75 dues, \$100 1/3 page ad Fall 2014 Guide, \$100 1/3 page ad Spring 2015 Guide)

### Membership Renewal Dues

If you exhibited in BOTH the Fall 2013 and Spring 2014 Bridal Shows, your total renewal dues are \$275

(\$75 dues, \$100 1/3 page ad Fall 2014 Guide, \$100 1/3 page ad Spring 2015 Guide)

If you exhibited in ONLY ONE of the Fall 2013 or Spring 2014 Bridal Shows, your total renewal dues are \$375

(\$75 dues, \$100 1/3 page ad Fall 2014 Guide, \$100 1/3 page ad Spring 2015 Guide, \$100 Advertising Assessment)

If you did not exhibit in the Fall 2013 and Spring 2014 Bridal Shows, your total renewal dues are \$475

(\$75 dues, \$100 1/3 page ad Fall 2014 Guide, \$100 1/3 page ad Spring 2015 Guide, \$200 Advertising Assessment)

### Bridal Show and Benefit Exhibitor Booths

10x10 inline booth is \$325

10x10 corner booth is \$375

20x10 front end cap is \$900

20x10 inline booth is \$650

20x10 end cap booth is \$750

(each 10x10 space includes 1 table, 2 chairs, 2 lunches and electricity)

### Vendor Guide Ad Upgrades

Upgrade to 2/3 page ad is \$100 per issue

Upgrade to Full page ad is \$200 per issue

Upgrade to Two Full page ad is \$500 per issue

1/3 Page Ad in Additional Category is \$100 per issue

2/3 Page Ad in Additional Category is \$200 per issue

Full Page Ad in Additional Category is \$300 per issue

Two Full Page Ad in Additional Category is \$600 per issue

### Banquets

\$15 per person, limit 2 per membership

\$20 each additional person

### Additional Items on Website

Additional Categories are \$25 each (limit 3)

Additional Profiles are \$50 each (limit 3)



### **CERTIFICATE OF SECRETARY**

I certify that:

I am the duly qualified and acting Secretary of The Bridal Association of the Brazos Valley (the Association), a duly organized and existing Texas Association.

The following is a true and correct copy of a resolution adopted by the Board of Directors of the Association at a meeting that was legally held on 22<sup>nd</sup>. day of April, 2014 and which minutes were filed in the minute book of the Association.

RESOLVED, in accordance with Association bylaws, the Board of Directors has adopted the following Budget and Finance Policy of the Bridal Association of the Brazos Valley.

The Association shall create and maintain an annual budget for the period beginning September 1 and ending August 31 or each year and provide for accounting and oversight of the collection and disbursement of Association funds.

The Treasurer is designated as the Chief Budget Officer of the Association and, in accordance with Association bylaws, is responsible for accounting for the funds of the Association, and for the collection and disbursement of funds.

The annual budget period of the Association shall correspond with the annual membership period of the Association, September 1 through August 31.

Each Officer, Officer-Elect, Director, Director-Elect and Committee Chair of the Association, who will require any expenditure of Association funds during the upcoming annual budget period, shall present their budget requests in writing to the Treasurer before April 1st.

The Treasurer shall present a draft budget and fee schedule, based on projected income and budget requests of the various departments, to the Board of Directors at the April regular meeting.

The Board of Directors shall finalize and approve an annual budget and fee schedule no later than the May regular meeting. A schedule of all Association fees shall be posted on the Association website for the members. A copy of the approved annual budget and fee schedule shall be filed with the Secretary.

Invoices for dues renewal shall be sent to the members by June 1 with a due date no later than June 30 to appear in the Bride's Guide.

The chair of the Events (Shows) Committee shall submit a detailed budget report for each upcoming Bridal Show and Benefit, to the Treasurer, for presentation to the Board of Directors, no later than the June regular meeting for the Fall Show and the October regular meeting for the Spring Show. A copy of the report shall be filed with the Secretary.

The Vice President of Advertising and Marketing shall submit a detailed budget report for the advertising of each upcoming Bridal Show and Benefit, to the Treasurer, for presentation to the Board of Directors, no later than the July regular meeting for the Fall

Show and the November regular meeting for the Spring Show. A copy of the report shall be filed with the Secretary.

The Vice President of Advertising and Marketing shall submit a detailed budget report for each issue of the Bride's Guide, to the Treasurer, for presentation to the Board of Directors, no later than the June regular meeting for the Fall issue and October for the Spring issue. A copy of the report shall be filed with the Secretary.

Any Officer, Director or Committee Chair may request a budget amendment, for an unforeseen or emergency expenditure, via advance email to the Treasurer, to the Board of Directors at any regular, called or special meeting.

All expenditures of Association funds must be from and within an approved budget. Expenditures of over \$100 must be approved by the Board of Directors, either directly or within an approved detailed budget report.

In rare and extreme emergency situations, when time does not allow approval of the Board of Directors, the President and Treasurer may approve an expenditure, but must report said approval, with justification of the emergency, to the Board of Directors at the next regular meeting.

The annual budget, subsequent detailed budget reports and budget amendments shall be used by the Treasurer in approving the disbursement of Association funds. Disbursement of un-budgeted funds is prohibited.

The Treasurer, in accordance with Association bylaws, shall present a written financial report for review at each regular meeting of the Board of Directors, including the beginning balances, funds collected and disbursed and ending balances for the previous month. A copy of the report shall be filed with the Secretary.

The Board of Directors shall conduct an annual review of the Association's finances in January of each year and the President shall present a report of said review to the membership at the Annual Business Meeting. A copy of the report shall be filed with the Secretary.

The resolution is in conformity with the Certificate of Formation and Bylaws of the Association, has not been modified or repealed, and is now in full force and effect.

Date: \_\_\_\_\_.

\_\_\_\_\_  
Secretary

Bride's Name \_\_\_\_\_

Address \_\_\_\_\_

City, ST, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Wedding Date \_\_\_\_\_ Location \_\_\_\_\_

Groom's Name \_\_\_\_\_

Radio Candy 95 \_\_\_\_\_ KTEX 106.1 \_\_\_\_\_ KWHI 1280 \_\_\_\_\_  
WTAW 1620 \_\_\_\_\_ TheMix 104.7 \_\_\_\_\_ Oldies 107 \_\_\_\_\_

**Publications**

BABV Bride's Guide _____	BV Bride Mag _____
The Eagle _____	The Battalion _____

Billboards      B/CS \_\_\_\_\_      Brenham \_\_\_\_\_      Hearne \_\_\_\_\_  
                     Madisonville \_\_\_\_\_      Huntsville \_\_\_\_\_      Houston I-45 \_\_\_\_\_

Family Member \_\_\_\_\_ Friend \_\_\_\_\_ BABV Member \_\_\_\_\_

BABV.org \_\_\_\_\_ Other website \_\_\_\_\_

This form must be completed in its entirety in order to be eligible to win. The prize drawings will be held every half hour during the show, with the Grand Prize drawing at 3:45pm. You need not be present to win. All prize awards are intended for couples to use toward their wedding and are subject to verification. Certain restrictions apply. By submitting this card, you grant BABV permission to share your information with our members. The BABV Privacy Policy may be viewed at [www.BABV.org](http://www.BABV.org)

## **CERTIFICATE OF SECRETARY**

I certify that:

I am the duly qualified and acting Secretary of The Bridal Association of the Brazos Valley (the Association), a duly organized and existing Texas Association.

The following is a true and correct copy of a resolution adopted by the Board of Directors of the Association at a meeting that was legally held on the 22<sup>nd</sup>. day of April, 2014 and which minutes were filed in the minute book of the Association.

RESOLVED, in accordance with Association bylaws, the Board of Directors has adopted the following as the Ethics Policy of the Bridal Association of the Brazos Valley.

“The Bridal Association of the Brazos Valley and its members acknowledge the need to preserve and encourage fair and professional business practices. As a condition of membership, all members are required to agree to the following Code of Professional Ethics:

- To practice honesty and integrity in my profession and accurately represent my qualifications, knowledge and expertise in all communications.
- To act and speak professionally so as to not offend or bring discredit to the weddings services profession.
- To be committed to understanding my client’s needs and provide services in those areas in which I am qualified to serve. If and when I am unable or unqualified to fulfill requests for services, I will make every effort to recommend the services of a qualified BABV member.
- To communicate clearly with my clients in layman’s language what my prices are and what services are included. I will gladly answer questions about these things so that my client is comfortable with what has been ordered.
- To maintain the trust and confidentiality of my clients and to other BABV members that may be sharing information and services.
- To treat other wedding professionals with courtesy and dignity.
- To make every effort to protect the public against fraud or unfair practices and shall attempt to disengage; through the proper channels, all practices which bring discredit to the profession.
- To not be party to agreements which unfairly limit or restrain access to the marketplace by any other wedding professional.

I pledge to comply with the standards of The Bridal Association of the Brazos Valley. I am fully aware that my clients rely on my knowledge, experience and recommendations in the performance of my services.”

In accordance with Association bylaws, each member shall agree to and abide by the Ethics policy of the Association. Member applicants shall sign a copy of the Ethics Policy. The Board of Directors shall address ethics issues on a case by case basis, should any arise.

The resolution is in conformity with the Certificate of Formation and Bylaws of the Association, has not been modified or repealed, and is now in full force and effect.

Date: \_\_\_\_\_.

\_\_\_\_\_

\_\_\_\_\_  
Secretary

## **CERTIFICATE OF SECRETARY**

I certify that:

I am the duly qualified and acting Secretary of The Bridal Association of the Brazos Valley (the Association), a duly organized and existing Texas Association.

The following is a true and correct copy of a resolution adopted by the Board of Directors of the Association at a meeting that was legally held on 22<sup>nd</sup>. day of April, 2014 and which minutes were filed in the minute book of the Association.

RESOLVED, in accordance with Association bylaws, the Board of Directors has adopted the following as the Privacy Policies of the Bridal Association of the Brazos Valley.

Privacy policy in regards to information the Association collects and maintains about members:

### **“Member Information Privacy Policy**

The Bridal Association of the Brazos Valley collects personally identifying information from prospective members and members with their specific knowledge and consent when they apply for membership and maintain their public listing on the Association website.

### **Public Information**

For the purpose of this policy, the term “public information” is any information provided by the member to the Association that is displayed on the member’s listing for access by the general public on the Association website. This includes the member’s business name, contact person’s name, business address, city, state, zip, e-mail address, phone number, descriptive text, logos, images and business category. By nature of the website, public information is available to the general public and the Association has no control over the use by third parties who obtain public information from the website.

As a benefit of membership in the Association, members in good standing may receive once annually, upon written request, a list of current members of the Association. This list shall include public information; member’s business name, contact person’s name, business address, city, state, zip, e-mail address and phone number as listed on the Association website. Members may use this information for the sole purpose of providing information about the member business (networking) or the offering of products and services.

As a benefit of sponsorship of the Association, current media sponsors may receive once annually, upon written request, a list of current members of the Association. This list shall include public information; member’s business name, contact person’s name, business address, city, state, zip, e-mail address and phone number as listed on the Association website.

Members may not sell, distribute, or otherwise provide, information to any third party or anyone who is not a member of the Association. Members may not use information to market any other business your own, or have an interest in, if said business is not a member of the Association. Members must make reasonable efforts to safeguard information to prevent theft and use in violation of this policy. Members are responsible for the training of employees in the proper use and care of information.

The Association will not sell distribute, or otherwise provide public information, in list form, to any non-member for use other than the advertising and promotion of the members.

#### Private Information

For the purpose of this policy, the term “private information” is any information provided by the member to the Association that is not listed as public information above and is not displayed on the member listing on the Association website. The Association will not sell, distribute, or otherwise provide private information to any third party.

This policy may be modified from time to time, as deemed necessary.”

Privacy Policy in regards to information the Association collects from individuals who register on the Association website or at a Bridal Show and Benefit; and provides to members:

#### “Personal Information Privacy Policy

The Bridal Association of the Brazos Valley collects personally identifying information from brides and other related persons with their specific knowledge and consent when they register for any of the services we provide. As a benefit of your membership in the BABV, you will be, from time to time, provided with this information in the form of e-mail notifications and lead lists. You may use this information for the sole purpose of providing information about your wedding related products and services of interest to these individuals.

For the purpose of this policy, the term “information” includes a person’s name, address, city, state, zip, e-mail address, phone number, wedding date and wedding location; that has been collected and provided to you by the BABV.

You may not sell, distribute, or otherwise provide, information to any third party or anyone who is not a member of the BABV.

You may not use information to market any other business you own, or have an interest in, if said business is not a member of the BABV.

You will make reasonable efforts to safeguard information to prevent theft and use in violation of this policy.

You are responsible for the training of your employees in the proper use and care of

information.

You are encouraged to purge information from your records when the wedding date has passed, or upon the expiration of one year when no wedding date is provided.

If, at any time, a person requests that we no longer use their information, you will be notified via e-mail. Upon receipt of notification, you shall immediately cease any further use of that individual's information.

The online registration on the BABV website is open to the public, information collected is not verified, so there is no guarantee of accuracy, quality or validity of information provided to you.

In order to receive information, you must have a valid and working e-mail address listed in your business profile on the BABV website. The BABV is not responsible for "bounced" e-mails.

This policy may be modified from time to time, as deemed necessary, by the Board of Directors. You will be notified via e-mail of any such changes and your continued acceptance of information after that date shall indicate your acceptance of said changes.

Respect of individual privacy is a serious responsibility. Violation of this policy may result in action against you by the Board of Directors, which may include suspension or forfeiture of membership from the BABV."

The following Privacy Policy Statement shall be placed on the Association website and on the registration table at each Bridal Show and Benefit, for all those who register to view.

#### "Privacy Policy Statement

We collect personally identifying information with your specific knowledge and consent when you register for any of our prize drawings or for any of the services we provide. Information you supply through registration is used by our members to provide you with the information and/or service you have requested. We will not sell, or otherwise provide, your personal information to any third party or anyone who is not a member of our association.

Information you provide to us is distributed to our member businesses. Our members may use the information to offer you services and products of interest to you. While we have a policy in place in an effort to require our members to use your information only for the express purpose for which it is provided, we do not bear any responsibility for any individual actions of our members. If, at any time, you no longer wish to have your information shared with our members, write to us at [info@babv.org](mailto:info@babv.org).

If you visit our website, we may use your IP address to compile general visitor statistics and administer our website. We will not sell, or otherwise provide, this information to any



third party or anyone who is not a member of our association.

Our website and our services are intended for those of legal age to marry, we do not offer services of use to children. Anyone under age 17 should not register for our services and should not provide any personal information to us.

This policy does not cover information collected on our members' websites, or other websites linked to, from our website. You are encouraged to review each website's privacy policy before disclosing your personal information to them.

Our privacy policy may be modified from time to time as we deem necessary.

If you have other comments or questions about our privacy policy, please e-mail us at *info@babv.org*."

In accordance with Association bylaws, each member shall agree to and abide by the Privacy Policy of the Association. Member applicants shall sign a copy of the Personal Information Privacy Policy. The Board of Directors shall address privacy issues on a case by case basis, should any arise.

The resolution is in conformity with the Certificate of Formation and Bylaws of the Association, has not been modified or repealed, and is now in full force and effect.

Date: \_\_\_\_\_.

\_\_\_\_\_

\_\_\_\_\_  
Secretary

## **CERTIFICATE OF SECRETARY**

I certify that:

I am the duly qualified and acting Secretary of The Bridal Association of the Brazos Valley (the Association), a duly organized and existing Texas Association.

The following is a true and correct copy of a resolution adopted by the Board of Directors of the Association at a meeting that was legally held on 22<sup>nd</sup>. day of April, 2014 and which minutes were filed in the minute book of the Association.

RESOLVED, the Board of Directors of the Association adopted the following as the Conflict of Interest Policy of the Bridal Association of the Brazos Valley.

The Association recognizes the need for a policy that defines conflict of interest, identifies the classes of individuals within the organization covered by the policy, facilitates identification of conflicts of interest, and specifies procedures to be followed in managing conflicts of interest.

The Association also recognizes the membership of the Association, and thus the pool of volunteers from which the Association may draw, includes of many small and family owned businesses operating within a relatively small community. Thus, from time to time, a potential conflict of interest may arise during the course of business of the Association.

This conflict of interest policy is designed to help directors, officers and employees of the Bridal Association of the Brazos Valley identify situations that present potential conflicts of interest and to provide the Association with a procedure which, if a potential conflict of interest is observed, will allow a transaction of business to be treated as valid and binding even though a director, officer or employee has or may have a conflict of interest with respect to the transaction.

### Conflict of Interest

For purposes of this policy, the following circumstances shall be deemed to create Conflicts of Interest:

A Contract or Transaction between the Association and a Responsible Person or Family Member.

A Contract or Transaction between the Association and an entity in which a Responsible Person or Family Member has a Material Financial Interest or of which such person is a director, officer, agent, partner, associate, trustee, personal representative, receiver, guardian, custodian, conservator or other legal representative.

A Responsible Person accepting gifts, entertainment or other favors from any individual or entity that: does or is seeking to do business with the Association; or has received, is receiving or is seeking to receive a charitable donation; or to secure financial commitments from the Association; or is a charitable organization operating within the Texas counties defined in the Association bylaws as the jurisdiction of the Association; or under any other circumstances where it might be inferred that such action was intended

to influence or possibly would influence the Responsible Person in the performance of his or her duties.

This does not preclude the acceptance of items of nominal or insignificant value or entertainment of nominal or insignificant value which are not related to any particular transaction or activity of the Association.

### Definitions

A "Conflict of Interest" is any circumstance described in this Policy.

A "Responsible Person" is any person serving as an officer, member or employee of the Board of Directors of the Association.

A "Family Member" is a spouse, domestic partner, parent, child or spouse of a child, brother, sister, or spouse of a brother or sister, of a Responsible Person.

A "Material Financial Interest" in an entity is a financial interest of any kind, which, in view of all the circumstances, is substantial enough that it would, or reasonably could, affect a Responsible Person's or Family Member's judgment with respect to transactions to which the entity is a party. This includes all forms of compensation.

A "Contract or Transaction" is any agreement or relationship involving the sale or purchase of goods, services, or rights of any kind, the providing or receipt of a loan or grant, the establishment of any other type of pecuniary relationship, or review of a charitable organization by the Association. The making of a gift to the Association is not a Contract or Transaction.

### Service Not Permitted

A person may not serve on the Board of Directors or as an Officer of the Association if any one of the following exist.

A business relationship between the person and an entity in which a current Director or Officer, or Family Member of a current Director or Officer, has a Material Financial Interest or of which such person is a director, officer, agent, partner, associate, trustee, personal representative, receiver, guardian, custodian, conservator or other legal representative.

A person having a Material Financial Interest in; or serving as a director, officer, employee, agent, partner, associate, trustee, personal representative, receiver, guardian, custodian, conservator or other legal representative of, or consultant to; an entity or individual that competes with the Association in the provision of goods or services.

### Procedures

The following procedure shall be followed during the conduct of business, at any meeting of the Board of Directors, when a potential conflict of interest is identified.

A person who has a Conflict of Interest shall not participate in or be permitted to hear the board's or committee's discussion of the matter except to disclose material facts and to respond to questions. Such person shall not attempt to exert his or her personal influence with respect to the matter, either at or outside the meeting.

A person who has a Conflict of Interest with respect to a Contract or Transaction that will be voted on at a meeting shall not be counted in determining the presence of a quorum for purposes of the vote.

The person having a conflict of interest may not vote on the Contract or Transaction and shall not be present in the meeting room when the vote is taken, unless the vote is by secret ballot. Such person's ineligibility to vote shall be reflected in the minutes of the meeting as having recused for conflict of interest.

#### Confidentiality

Each Responsible Person shall exercise care not to disclose confidential information acquired in connection with such status, or information the disclosure of which might be adverse to the interests of the Association. Furthermore, a Responsible Person shall not disclose or use information relating to the business of the Association for the personal profit or advantage of the Responsible Person or a Family Member.

#### Review of policy

Each new Responsible Person shall be required to review a copy of this policy and to acknowledge to the Board of Directors at a regular meeting, and recorded in the minutes of the meeting.

This policy shall be reviewed annually by each member of the Board of Directors, at the regular meeting in April, and recorded in the minutes of the meeting.

Any changes to this policy shall be communicated immediately to all Responsible Persons.

The resolution is in conformity with the Certificate of Formation and Bylaws of the Association, has not been modified or repealed, and is now in full force and effect.

Date: \_\_\_\_\_.

\_\_\_\_\_

\_\_\_\_\_  
Secretary

**Annual Spring Banquet and Business Meeting  
Tuesday April 15, 2014 at Double Creek Crossing**

**Banquet Minutes**

Travis Rollins, President welcomed members and guests to the 2014 Spring BABV Banquet held at Double Creek Crossing at 7:04pm. There were 40 persons in attendance, representing 19 memberships.

Dinner was served by Buppy's Catering.

Travis Rollins thanked everyone for attending and Leah Smith for being our host at Double Creek Crossing.

He then presented a check in the amount of \$9,845 to Pink Alliance, the designated charity for the 2014 Spring Bridal Show and Benefit.

In addition, a check for \$1,000 was presented to Student Event Planners Association of Texas A&M.

Door prize drawings were conducted for the floral centerpieces on each table, as well as the free single 10x10 inline booth for the 2014 Fall Bridal Show and Benefit. Wade Vanderboom was the winner.

Travis thanked everyone for a wonderful term as President and introduced Tim Harris as the new BABV President for the 2014-2015 term.

Tim made short remarks on the SEPA Mentor Program and upcoming policy changes to end the meeting.

## **Bridal Association of the Brazos Valley**

### **MINUTES**

#### **Monthly Board Meeting**

**6:00pm, Tuesday, May 20, 2014**

**Sandee Sweets, College Station, TX**

- I. Call to Order: Tim Harris called the meeting to order at 6:08 pm. The following officers and directors were present: Tim Harris, Travis Rollins, Sandee Moss, Crystal Littrell Beato, Alexi Person, Peggy Erickson, Lacey Baze, and Leah Smith. SEPA Representatives present: Ashley Merchant

- II. Additions to Agenda:

- III. Minutes: Motion by Sandee Moss to approve the 2014 Spring Banquet Minutes, second by Leah Smith, approved by unanimous vote.

Travis Rollins moved to approve the April 2014 Board Meeting Minutes with noting that in the April board meeting, board members did not follow the correct protocol when voting on payment to Lisa Wantuck for guide disbursement. Leah Smith 2<sup>nd</sup> for unanimous approval.

Travis Rollins moved to formally acknowledge the improper protocol. Lacey Baze approved for unanimous approval.

- IV. Old Business:

- A. Membership Report: Alexi Person moved to accept Jonathan Stone – Stone Media as a returning member. Travis Rollins 2<sup>nd</sup> for unanimous approval from the board members.

The attached Membership Application and Renewal Policy was reviewed. Lacey Baze moved to accept and the motion was 2<sup>nd</sup> by Alexi Person for unanimous approval.

- B. Website Report: Tim Harris presented the stage 2 website design from eSiteful for board discussion. SEPA Representative Ashley Merchant volunteered to create a mock design of an updated BABV logo for next board meeting.

- C. Financial Report: Sandee Moss moved to approve the 2014-2015 Dues and Fees Schedule with a 2<sup>nd</sup> from Travis Rollins for unanimous approval. The policy was reviewed in the previous meeting, however no voting took place on this particular item.

Board discussed reviewing FY 2014-2015 budgets and trimming where possible before the June board meeting.

- D. Advertising/Marketing Report: The Board will be submitting a formal letter to Bryan Broadcasting to request that all current commitments be in writing. Also, to request that the “official publication” title info be removed from the Brazos Valley Bride Magazine header.

V. Other Business:

A. Association Policies:

Attached amendments to the Bride's Guide Policy were approved as amended. Travis Rollins moved to approve with the removal of the term making it retroactive as of January 1, 2014. The motion was 2<sup>nd</sup> by Lacey Baze and unanimously approved by the board.

Attached amendment to the Conflict of Interest Policy was approved. Lacey Baze made the motion and it was 2<sup>nd</sup> by Alexi Person for unanimous approval.

Adjournment: Meeting was adjourned by Tim Harris at 8:38 pm

## **Bridal Association of the Brazos Valley**

### **MINUTES**

#### **Monthly Board Meeting**

**6:00pm, Tuesday, June 17, 2014**

**Sandee's Sweets, College Station, TX**

- I. Call to Order: President Tim Harris called the meeting to order at 6:02pm. The following officers and directors were present: Tim Harris, Leah Smith, Sandee Moss, Alexi Person, Peggy Erickson and Lacey Baze. SEPA representative present: Ashley Merchant.
- II. Absence of Secretary: In the absence of Crystal Beato, Secretary, Harris designated himself as acting secretary of the meeting. There were no objections from the officer and directors.
- III. Minutes: Minutes from the May 2014 Board Meeting will be considered for approval at the July 2014 Board Meeting.
- IV. Regular Business:
  - A. Membership Report: Smith presented two new member prospects for consideration: Sweet Annie's Event Center and Chris & Arlina Photography. Representatives from both businesses appeared at the meeting and were approved for membership by the Board.
  - B. Website Report: Harris reported that progress continues on the new website. As of now, it is the plan to make the switch to the new website shortly after the Fall 2014 Bridal Show. eSiteful will migrate member profile information to the new site, but due to the format differences, it will be necessary for all members to update their profiles when the new site goes online.
  - C. Financial Report: Person presented the monthly financial report. Person moved to approve the final budget for FY 2014-2015 for approval, second by Moss and approved by voice vote.
  - D. Advertising/Marketing Report: Moss reported on the status of the Fall 2014 Bride's Guide ad upgrade sales. Moss and Merchant presented some concepts for the BABV logo redesign and were given input by the Board.
  - E. Events/Shows Report: Harris reported that due to the change of the layout of the Fall 2014 Bridal Show from prior Fall shows, there is no way to hold a "same as last year" registration period for exhibitors. It was recommended that an OPEN registration be held, beginning at 8am on Monday, August 4, 2014 with all exhibit spaces available on a first come, first served basis. Moss moved to approve the recommendation, second by Smith and approved by voice vote.
- V. Other Business:
  - A. Designation of Guide Coordinators: Harris designated Sandee Moss as Publication Coordinator for the BABV Bride's Guide. Moss was approved by secret ballot with Moss



not voting. Harris then turned the meeting over to Leah Smith, who designated Kristen Smith (no relation to Leah Smith) as Distribution Coordinator for the BABV Bride's Guide. Kristen Smith was approved by secret ballot.

- B. Post Office Box: Harris moved to authorize the Association Business Manager, Lisa Wantuck, to move the Association Post Office Box from the Bryan Post Office to the College Station Post Office, if and when it is deemed necessary and appropriate by Wantuck, and for Wantuck to notify the Board when such move takes place. Motion second by Erickson and approved by voice vote.

Adjournment: Meeting was adjourned by Harris at 7:22pm

**Bridal Association of the Brazos Valley**

**MINUTES**

**Monthly Board Meeting**

**6:00pm, Tuesday, July 15, 2014**

**Sandee Sweets, College Station, TX**

- I. Call to Order: Tim Harris called the meeting to order at 6:05pm. The following officers and directors were present: Travis Rollins, Sandee Moss, Crystal Littrell Beato, Alexi Person, Suzy Hankins, Leah Smith, and Lisa Wantuck. SEPA Representatives present: Ashley Merchant
- II. Minutes: Motion by Alexi Person to approve the May and June 2014 Board Meeting Minutes, second by Travis Rollins, approved by unanimous vote.
- III. Old Business:
  - A. Membership Report: Leah Smith introduced the following 5 prospective members for board approval. After introductions and a brief question/answer period, Alexi Person motioned to approve their applications. The motion was 2<sup>nd</sup> by Travis Rollins for unanimous approval.
    1. Amico Nave Restaurante – Caroline Foyle
    2. Southern Charm Photography – Katelyn Mitzell
    3. Sarah Best Photography – Sarah Best
    4. Water to Wine Photography – Nicole Morten-Lamb
    5. Moody Ranch Outfitters – Karen and Michael Moody
  - B. Financial Report: Presented by Alexi Person.
  - C. Website Report: Tim Harris discussed updates and go-live dates for babv.org and fall show online registration.
  - D. Events/Shows Report: Attached “Quick Review” sheet will be sent to members prior to the fall show registration.
  - E. Advertising/Marketing Report: None.

Adjournment: Meeting was adjourned by Tim Harris at 7:42 pm

## **Bridal Association of the Brazos Valley**

### **MINUTES**

#### **Monthly Board Meeting**

**6:00pm, Tuesday, August 19, 2014**

**Sandee's Sweets, College Station, TX**

- I. Call to Order: President Time Harris called the meeting to order at 6:00 pm. The following officers and directors were present: Travis Rollins, Sandee Moss, Crystal Littrell, Suzy Hankins, Lacey Baze, and Lisa Wantuck. SEPA representatives present: Ashley Merchant. Guests present: Amber Skinner and Rebecca Hamilton, from Fancy Flushes.
- II. Additions to Agenda: None
- III. Minutes: Motion by Suzy Hankins to approve the July 2014 Board Meeting Minutes, second by Sandee Moss, approved by unanimous vote.

#### IV. Old Business:

- A. Membership Report: Visit from prospective members Amber Skinner and Rebecca Hamilton with Fancy Flushes. Lacey Baze moved to accept their application to the BABV with a second from Sandee Moss for unanimous approval by the board.

Attached is a list of this years Member Non-Renewals. All members listed resigned in good standing with BABV.

- B. Website Report: Tim Harris motioned to approve \$5000 over the current website budget for incurred expenses. The motion was 2<sup>nd</sup> by Sandee Moss and unanimously approved.

Travis Rollins motioned to approve the renewal of all existing domain names that are set to expire this year. The motion was 2<sup>nd</sup> by Leah Smith and unanimously approved.

Tim Harris moved to add a subcategory "BLOG" to the advertising budget. The motion was 2<sup>nd</sup> by Suzy Hankins for unanimous approval. For now the expense will be paid by miscellaneous advertising funds until it can no longer afford.

- C. Financial Report: Attached.

- D. Advertising/Marketing Report: Board review of detailed budget reports for the Fall Bride's Guide and Fall Show Advertising. Sandee moved to approve the budgets with a 2<sup>nd</sup> from Travis Rollins for unanimous approval by the board.

The Board discussed current relationship with Brazos Valley Bride Magazine and a motion was made by Tim Harris to approve \$100 for a consultation with Chris Peterson for legal advise regarding any action that might be taken. The motion was 2<sup>nd</sup> by Lacey Baze for unanimous approval by the board.

- E. Events/Show Report: Board discussion about options for Pipe & Drape for the fall bridal show. Tim Harris moved to approve using Events to Remember as the providing vendor. Motion was 2<sup>nd</sup> by Travis Rollins for unanimous approval.

Board discussion, regarding a request from Darren Hill for a fall show booth purchase refund. This is not allowed according to policy, however with the request was made immediately after being purchased in error. Travis Rollins moved to approve a refund to Darren Hill for his fall show booth purchase, less the associated CC processing fees. The motion was 2<sup>nd</sup> by Leah Smith for unanimous approval.

Lacey Baze motioned to approve the attached Exhibitor Rules and Regulations Policy Amendments, with a 2<sup>nd</sup> from Travis Rollins for unanimous board approval.

- v. Other Business:

Adjournment: Meeting was adjourned by Harris at 8:31 pm.

**Bridal Association of the Brazos Valley**

**MINUTES**

**Monthly Board Meeting**

**6:00pm, Tuesday, September 16, 2014**

**Hilton, College Station, TX**

- I. Call to Order: President Tim Harris called the meeting to order at 6:00 pm. The following officers and directors were present: Travis Rollins, Sandee Moss, Lauren Fox, Alexi Person, Crystal Littrell, Suzy Hankins, Peggy Erickson, Leah Smith, and Lacey Baze. SEPA representatives present: Ashley Merchant.
- II. Additions to Agenda: None
- III. Minutes: Motion by Lacey Baze to approve the August 2014 Board Meeting Minutes with a correction to add Leah Smith into board attendees list, second by Travis Rollins, approved by unanimous vote.
- IV. Old Business:
  - A. Membership Report: Presentation of prospective members –  
  
Urban Rubbish – Jaelynn Solomon & Janine Solomon  
Tag Snap – Randy & Kelly Lundsford  
Rent Some Vintage – Marty Justice
  - B. Website Report: Tim presented information on updates to the blog format and that ticket purchases were going well on the new system.
  - C. Financial Report: Attached in minutes binder.
  - D. Advertising/Marketing Report: Discussion about consult with Chris Peterson regarding the relationship with Bryan Broadcasting. Also, the Bride's Guide distribution report was given by Tim Harris.
  - E. Events/Show Report:  
  
Tim Harris moved to authorize Lisa Wantuck to make the donation to Pink Alliance in the amount of tickets sales from the Fall Bridal Show and Benefit. Travis Rollins 2<sup>nd</sup> the motion and it was unanimously approved.
- v. Other Business:
  - A. Tim Harris moved to relocate the monthly board meeting to the Hilton Hotel. Lacey Baze 2<sup>nd</sup> the motion for unanimous approval.
  - B. Fall Banquet is to be held October 7, 2014 at Phillips Event Center – 6:30pm.

Adjournment: Meeting was adjourned by Harris at 7:43 pm.

**Annual Fall Banquet and Business Meeting  
Tuesday October 7, 2014 at Phillips Event Center**

**Banquet Minutes**

Tim Harris, President welcomed members and guests to the 2014 Fall BABV Banquet held at Phillips Event Center at 7:00pm.

Dinner was served by Phillips Event Center.

7:35 Tim Harris gave remarks about the Fall Bridal Show and asked for feedback from members.

Travis Rollins then made remarks on the show's numbers and presented a check in the amount of \$7,685 to Pink Alliance, the designated charity for the 2014 Fall Bridal Show and Benefit.

Tim Harris presented highlights from the new BABV.org website, including the CC processing, data security, functionality, etc.

Door prize drawings were conducted for the floral centerpieces on each table, as well as the free single 10x10 inline booth for the 2014 Spring Bridal Show and Benefit. Hilton Garden Inn was the winner.

The banquet was adjourned at 8:35 pm by Tim Harris.

Bridal Association of the Brazos Valley

Minutes of Board Meeting

October 21, 2014 – College Station Hilton

Meeting was called to order: 6:02pm

Board Members in attendance: Suzy Hankins, Leah Smith, Tim Harris, Lauren Fox, Lacey Baze

Board Members in attendance via phone: Crystal Littrell

Board Members Absent: Sandee Moss, Travis Rollins, Alexi Person, Peggy Erikson

Non Board Member Attendance: Lisa Wantuck, Ashley Mercloud (SEPA)

Quorum was established

Minutes for September 2014 Board Meeting were not available and will be approved at the November 2014 meeting

**Regular Business:**

- Membership, Leah Smith –
  - Several candidates for membership are in the works – a dj, two photographers (one in Caldwell) and a valet parking service
- Website Update – Tim Harris
  - \$37,000 has been spent to date on the new website. That should be in for the near future.
  - The website review at the banquet went well, but there has not been any significant activity on member accounts since then.
- Financial Report – Alexi Person (absent, presented by Lisa Wantuck)
  - As of September 30, 2014 combined banking accounts have a balance of \$64,940.00
  - All bills are in from the Fall Show except for the Clear Channel bill. This is expected to be paid in October.
- Advertising and Marketing –
  - Bride's Guide Distribution Rack Signs (Tim Harris for Kristin Smith)
    - Making new signs for the racks would range from \$13 - \$20 each. Quotes were received from Fast Signs (\$20) and association member Greg Wilson (\$13 for 2 color signs).
    - Recommendation to hold off until the new logo is approved.
  - Logo Redesign (Ashley Mercloud, SEPA)
    - Still working on getting the font just right.
    - Further review will be given to this item at next board meeting
  - Brazos Valley Bride Magazine (Time Harris for Travis Rollins)
    - Have an appointment with Ben, GM of Bryan Broadcasting, on Thursday, October 23, 2014 to discuss removal of "official magazine of BABV" on issues.

- Fall Guide Financial update
    - The guide came in about \$750 over what sales brought in.
    - We need to sell more advertising space for the spring 2015 guide.
      - Leah, Lauren and Lisa agreed to call members about upgrading their ad for the next issue.
      - Deadline for the spring guide is November 15, 2014.
      - It was also suggested to remind members to place ads in multiple categories of the guide.
- Event/Shows Report – Tim Harris
  - Fall Show
    - The association made about \$5,000.00
    - The set up was appreciated by the members and the guests. We cannot do this in the spring due to the number of booths it eliminates.
  - Fall Banquet –
    - Hilton Garden Inn was the winner for the free spring show booth
    - Attendance was good – 52 attendees representing 20 members
  - Pink Alliance/SEPA Donation Report (Lisa Wantuck)
    - Ticket sales brought in \$7,685 and a check for this amount was given to Pink Alliance at the banquet
    - A donation in the amount of \$1,000 was made to the TAMU chapter of SEPA for their help at the fall bridal show.

**Other Business:**

- Appointment for Director, Place C (unexpired term – April 2015)
  - Lauren Fox (College Station Hilton) was recommended to fill this position
  - Motion was made for Lauren Fox to fill the unexpired term of Director, Place C
  - Motion was seconded and approved

The meeting was adjourned at 6:50pm

Next meeting is Tuesday, November 18, 2014 at College Station Hilton

Respectfully submitted,

Suzy Hankins

Director, Place B



## **Bridal Association of the Brazos Valley**

### **MINUTES**

#### **Monthly Board Meeting**

**6:00pm, Tuesday, November 18, 2014**

**Hilton North 40, College Station, TX**

- I. Call to Order: President Time Harris called the meeting to order at 6:00 pm. The following officers and directors were present: Travis Rollins, Lauren Fox, Alexi Person, Crystal Littrell, Suzy Hankins, Lisa Wantuck and Lacey Baze. SEPA representatives present: Ashley Merchant. Guests present: Amy Rodriguez, Maleigh Canon.
- II. Additions to Agenda: None
- III. Minutes: Motion by Lacey Baze to approve the September 2014 Board Meeting, October 2014 Board Meeting, and 2014 Fall Banquet Minutes, second by Leah Smith, approved by unanimous vote.
- IV. Old Business:
  - A. Membership Report:
    - New prospective members Amy Rodriguez with All Things Planned and Maliegh Canon with Canon Creek Photography. Travis Rollins moved to accept both applications with a 2<sup>nd</sup> from Lacey Baze for unanimous approval.
  - B. Website Report:
    - Lacey Baze moved to remove the "Officiants and Counseling" category from the website list due to the fact that there are no current members listed. The motion was 2<sup>nd</sup> by Travis Rollins for unanimous approval.
    - Suzy Hankins moved to not put "advertisements" on the blog pending a policy on how to handle these types of posts. The motion was 2<sup>nd</sup> by Travis for unanimous approval.
  - C. Financial Report: Attached
  - D. Advertising/Marketing Report:
    - Lacey moved to approve \$300 for an upgrade to the signs on the Bride's Guide distribution racks. It was 2<sup>nd</sup> by Suzy Hankins for unanimous approval.
    - Travis and Tim presented the attached signed agreement regarding the relationship and expectations between BABV and Bryan Broadcasting for the 2015 spring show. A new agreement will be revisited and resigned before each show in the future.
  - E. Events/Show Report:
    - Suzy Hankins moved to approve the 2015 Spring Show Floor Plan that is attached. The motion was 2<sup>nd</sup> by Leah Smith for unanimous approval.
    - Lacey Baze moved to approve the budget and booth fees for the 2015 spring show. The motion was 2<sup>nd</sup> by Leah Smith for unanimous approval.
    - Travis moved to accept Events To Remember's bid for providing pipe and drape at the 2015 spring show. It was 2<sup>nd</sup> by Leah Smith for unanimous approval.
    - Lacey Baze moved to not allow photo booths in the lobby at this years 2015 spring show. It was 2<sup>nd</sup> by Travis Rollins for unanimous approval.

-Travis Rollins moved that Insite and Brazos Valley Bride be able to sponsor the rest areas at the 2015 spring show at no charge. It was 2<sup>nd</sup> by Lauren Fox for unanimous approval.

-Crystal Beato moved to have an open registration format for the 2015 spring show. It was 2<sup>nd</sup> by Alexi Person for unanimous approval.

-Leah Smith moved to hold the 2015 Fall Bridal Show and Benefit on September 20, 2015. It was 2<sup>nd</sup> by Crystal Beato for unanimous approval.

- v. Other Business: Sandee Moss formally submitted a resignation from the position of Marketing VP and it was reluctantly accepted by the board.

Adjournment: Meeting was adjourned by Harris at 8:42 pm.