**“Setting the Standard”**

**NCTA 2017 Annual Conference Committee Meeting**

**Wednesday, March 20, 2017**

**2:00 PM Eastern Time**

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**Agenda**

**Attendance:** Jody Atkins, Amystique Church, Alex Martinez, Rosemary Freer, Tremain Williams, Paula Doughman, Cindy James, Sally Carter, David Espinoza, Jarret Dyer, Tabatha Phillips, Bob Lange, Sally Frazee.

Cindy James called the meeting to order and discussed that a small group of committee members, those on the governing council, met on March 16 prior to the council’s meeting to go over conference items. Some major changes that this group discussed was

* Bringing in a TCC recognition segment
* Adding a business meeting during Friday’s luncheon during which division heads will provide updates on this past year. Tabatha Phillips and Amystique Church will be creating an Ambassador program for new attendees.

Cindy also mentioned that she and Jim Wollack will be submitting a conference budget by week’s end and would like everyone to submit their budget requests to them.

Cindy referenced the Resource Fair, saying that it will encompass Division Heads, State Organizations, and even the Governing Council.

**Sponsorship Update – Jody, Rosemary, Cindy**

Jody reported that the governing council had some changes to the sponsorship booklet, and she changed the Exclusive Opportunities. She is also waiting on changes from the programs committee for verbiage for the sponsorship workshops. It was agreed that there would not be a photo booth.

**Host Committee – Paula Doughman**

Cindy reported that the Welcome Reception this year will take place on Thursday night alongside the Exhibitor’s Fair. Paula reported that Cincinnati will be having an Octoberfest celebration this time of year, and maybe the reception could take on a parallel theme. Jody mentioned that it is possible to change up the food to reflect the theme. As for the hospitality table, Cindy will send Paula the tentative program so that she can decide on days/times to open the hospitality table. The 2018 promo will be at the Thursday lunch after the business meeting. David recommended reaching out to the state organization in Arizona to solicit host committee support. Paula will get started on the dinner groups.

**Virtual Conference – David Espinoza, Tremain Williams**

David reported that there is a new agreement with CommPartners, of which he needs to review before sending for approval. He said that the bottom line figure is in line with previous years. There will be one day of live streaming and one day of content capture. CommPartners is contracted for full day on Wednesday. Cindy and Jim will discuss this and get back to the committee.

Audio Visual – David mentioned that John is the videographer for CommPartners and he needs direct communication with the hotel AV company. Jody agreed and said that once the CommPartners contract is approved, she will coordinate a first meeting with the hotel AV company.

**Conference App** – Mary Vaughn

Mary reported that there are some new areas for the conference app. Tabatha mentioned that Amystique has sent over the initial items to get started.

**Program Committee – Bob Lang, Sally Carter**

Megan Grace will be the keynote speaker. She has authored the book, Generation Z Goes to College. The tentative cost will be approximately $2,300. She will be sending over a contract.

With no further business, the meeting was adjourned at 3:00 PM.