



**INDEPENDENT
POOL & SPA
SERVICE ASSOCIATION,
INC.**

PO BOX 3367
ROCKLIN, CA 95677
888-360-9505
888-368-0432 (FAX)

IPSSA Board of Regional Directors Special Meeting
Minutes for May 8, 2021
Virtual Meeting

BORD Members Present:

David Hawes, CFO, Region 1
Terry Snow, Region 3
Michael Denham, Assist. CFO, Region 5
Michael Harris, Vice Pres., Region 7
Becky Clayson, Region 9
Todd Starner, Region 11

Beau Braisher, Region 2
Adam Morley, President, Region 4
John Dixon, Region 6
Bill Goossen, Secretary, Region 8
Gary Heath, Region 10
Casey Gardner, Region 12

Contract Staff present:

Rose Smoot, CAE, Executive Director

Guests:

Ray Arouesty, Arrow/HUB Insurance
Manuel Margain, Region 2 Member
Eric Nielson, Region 3 Member
Mike Lasher, CPSA Executive Director

1. Call to Order and Anti-Trust Declaration

Starner called the meeting to order at approximately 8:36 a.m.
Attendees were read Anti-Trust declaration.

2. **Financial Report:** Hawes reported for the period ending March 31, 2021. Revenue and expenses for the first quarter 2021. Revenue, \$123,172. Expenses \$92,217. Net revenue, \$ 30,515 Changes in revenue and expenses.

Revenue:

- Associate member dues less first quarter due to the loss of a titanium member
- IPSSAN ad sales less because ads are tied to associate member dues
- No leadership event revenue

Expenses:

- Areas where expenses decreased, were the leadership event 2021, which includes the annual membership and BORD meetings, cancelled due to COVID-19 pandemic.
- Increase in merchant fees, which are the fees you pay for processing all dues payments electronically.

Member Census:

As of April 2021, there has been a slight decrease in membership in most regions by 35 member drops.

3. **Executive Committee:** Hawes reported on the McDonald AMC contract renewed for a term of six-months, with an end date of September 30, 2021. Second, distribution and gifts to members policy, authored by M. Alcorn of Alcorn Law Firm. MSC: to approve distribution and gifts to members policy as presented. The essence of the policy: distribution of chapter funds is that they are required by law to be distributed only for a purpose that advances the legal purposes and interests of the entity. Direct distributions or gifts of chapter funds or property constitute a "private inurement" and are illegal under tax and corporate laws. Please refer to policy located in member portal, resources, IPSSA Governance.
<https://www.ipssa.com/ipssa-policy.html>
4. **Education Committee:** Hawes reported on the ED FUND scholarships.
Weekend of Inspiration (February 4-6, 2022): Starner reported the following: Classes offered insurance, legal and breakout sessions. Breakout sessions to include: The Business of Pool Service, speaker Mark Feldstein, Mastering today's challenges in the pool business, David Hawes (Region 1 Director and BORD CFO) and Rich Gallo (region 3 Member, SF Valley Chapter President) and How to Maximize your Chapter Meetings, by volunteers and staff.
5. **Finance Committee:** Hawes informed the BORD that an outside CPA firm had been selected to conduct the first ever financial audit of IPSSA. A financial audit is an **important** way to build your reputation for integrity and provide transparency to your BORD and members. The firm to conduct the audit is Grant Bennett Associates, located in Sacramento CA.
6. **Legislative & Regulation Committee:**
CPSA: Lasher provided an update on CPSA and PHTA. CPSA is monitoring drought activity within the State of CA. Also being tracked is Decarbonization.
Florida: Starner reported, new building core code took effect in 2021.
Texas: Gardner reported, July DOE guidelines were released.
7. **Marketing & Communication Committee:** Heath provided an update to the BORD. Sticker contest went very well. Increased activity to Facebook and Instagram. IPSSA National responsible for running targeted Facebook ads in AZ, NV, South TX and So Los Angeles to promote the benefits of joining IPSSA. Next ad using Google and Facebook is "Find a Pool Professional" to promote hiring a IPSSA member. Outcome noted in next BORD communication.

8. **Membership Program Committee:** Starnier discussed affiliate memberships with the BORD. With the exposure from Pool Pro Magazine (PPM) there has been interests from pool techs in states where IPSSA has no chapters. Smoot was asked to start promoting the affiliate membership type in PPM and a press release to multiple news feeds. Harris updated the BORD on the mobile app. Members that have downloaded the app is around 30%. New in the month of May is the associate member discount tile and directory.
9. **Insurance Report:** Arouesty updated the BORD on the general liability coverage transition from Markel to Axis Insurance Services. See member portal, resources, insurance policies, 2021-22 Policy information and highlights for a quick view of the policy. Entire general liability policy and other insurance information is located there as well. <https://www.ipssa.com/insurance-program-information.html>
10. **New Business:** Hawes informed the BORD that the P.I.E. Show will be held this year in September in Monterey. Education and tradeshow offered. See P.I.E. Show website for more information. Hawes updated the BORD on the progress for the Apprenticeship program (PSATC) and classes that have begun.