



Fall Kick Off Meeting
August 16, 2021
5:00pm

Meeting called to order at 5:05pm by President LaQuanda Pascal.

Attendance was called via the Participant List

Opening Comments

- President LaQuanda Pascal welcomed everyone to the meeting and wished everyone well during the new school year.
- State Advisor Devin Alexander is optimistic that there would be an in-person state leadership conference this year. There are new chapters as well as new advisors in Business Professionals of America. The officers have developed a great plan during the summer for FLBPA and meetings would happen more often because of the COVID, and we would have to pivot as things continue to change.

Old Business -None

New Business

- **BOD Secretary Vacancy** – Devin stated that Heather Perkins have moved outside the classroom and now her spot on the board is open. If you have a chance, email Heather, and thank her for her efforts with Business Professionals of America. There were 2 individuals that expressed interest in the position: Teralyn Butler-Overstreet and Kyle Bennet. He stated that it was critical to have someone in this position because we must send in the minutes, and it is part of the grant. Devin asked if either one wanted to step down or still wants to be considered. This is probably the first time we had a contended position where you can share your thoughts and take it to a vote. Teralyn said take it to a vote. Kyle stated he didn't care either way. Diana stated she didn't know Ms. Butler-Overstreet that well.

Kyle started off – he has been a member since 2016 and have been a post-secondary national officer for 2 years before stepping down in September of 2018 and joined the board as the alumni representative. He thinks it is incredibly important to have someone close to the classroom and have other perspectives in a leadership position on the board. I am still close to the classroom and still in the classroom to bring the passion and having fresh ideas and perspectives and the senior leadership of the board and organization is critical and important for us. Regardless if it's me or Teralyn, and I have great respect for Teralyn, she has done an amazing job thus far and I could contribute to the organization in other ways and will continue to serve on the board regardless.

Teralyn – stated she has been on the board for at least 10 years on the board. She has been in leadership positions on the board in the past and have many roles at her school. SAC chair 4 years, SGA Advisor 10years, BPA 21 years, Dept head and when saw that Heather stepped down, she felt it was her time to step up.

Kyle stated a motion needed to be made for the position for both he and Teralyn – Kent Williston nominated Teralyn for the position of Secretary and Vincent McLaughlin seconded the motion. Sonya Russell nominated Kyle Bennett for the position of Secretary and Diana seconded the motion. There were no further nominations and nominations closed.

Devin moved into a vote and used the raised hand feature, and the first vote was for Teralyn – and the second vote was for Kyle – Teralyn won the vote as Board of Directors Secretary. Devin thanked both Kyle and Teralyn for willing to step up and serve and stated that no matter where the help is needed you always step as well as others on the call.

- **Perkin’s Grant Recruitment Initiative** - FDOE an additional piece of \$100,000 with each CTSO organization was given an additional \$10,000 and there were examples of how those funds can be utilized:
 - Recruitment and Outreach
 - Curriculum Development
 - Professional Development for Chapter Advisors
 - Community Partnerships to assist with Leadership Development
 - Other activities as prior approved by FDOE

This is one of the reasons why the meeting was called – to decide where we would utilize the funds. It was recommended by Devin to use the funds in the Recruitment and Outreach we need to recruit, and we need the ability to get more chapters and build our current chapters and Professional Development for Chapter Advisors to build resources and empowerment to the chapter advisors. The decision would need to be collectively, and the flow was open for incentives or suggestions:

Kyle: recommend from the State Officer Team that some of the funds be dedicated to a new chapter bonus program so that new chapters could cover the costs of the first five members and the advisor for the 2021 – 2022 membership year.

Diana : shared that this was one problem she had that many students knew there was a fee and they were not able to join the club – there were no chapters on the west coast of Florida and now there is one school in Pinellas County and having a Chapter Bonus Program will bring more students in and more new students and lower the cost for those who cannot afford the membership fee. As far as recruitment, the State Officer Team has collected all the contact information for principals and superintendents across the state and is almost complete with the email to send to Devin and Kyle for approval.

Devin asked the advisors about what stop the students from joining or other schools from starting a chapter.

LaQuanda: stated that a teacher received information from DECA and she was able to distribute information to her students to get them acclimated with DECA. BPA does not send out promotional information anymore and she used that information to get the students to join BPA. She understands it's costly, but it helps with membership recruitment.

Devin stated that Duval County has 3 new chapters. He also said FBLA do a marketing push to inactive chapters where they offer the chapters \$100 to be used towards the activation fee. Although FBLA is larger, it is an incentive to a new advisor. If we did something like that for new chapters, what could be done for the current chapters? How can we enhance membership in our current chapters? In our larger chapters we lost students, partly because of cost.

Giselle: shared that with COVID things are different – Crooms used to be very active and they had little participation at the conference because of what happened last year.

Devin stated how can we get at base level before covid and then grow from there.

Elizabeth: asked if affiliation is still an issue and Devin responded that the information cannot be submitted to the state without the recruitment of board members. It's recommended to have 6 – 8 board members and Devin has received commitments from 3 individuals and many are not willing to make a commitment because of the pandemic. So, the holdup of the foundation is the recruitment of board members.

Kent: as far as individual recruitment within the chapter would it be possible for the individuals to bring in 5 members to reduce their membership fee – for example if they brought in 5 people that will take care of 50% of their membership fee and 10 the membership will be covered by the state.

Kyle: Two additional things – spending money on marketing and recruitment towards our graduating seniors to target them to start a post-secondary chapter when they go off to college – there is no reason why we shouldn't have BPA chapters at the larger state colleges in Florida – if money is put into a post-secondary campaign can help with that. He would also like to see Professional development in curriculum development of educational programs. We focus on FLC and SLC then call it a day there but develop more programs throughout the membership year for those that don't qualify for a conference or can't afford to attend a conference so that they can get more out of BPA and get the advisors involved as well.

LaQuanda asked if the funds must be used for this year and Devin agreed. The funds can be split between recruitment and curriculum development. As a new advisor she spoke with different chapter advisors for help but having something on the website for curriculum development or professional development for the advisors would be extremely helpful. She stated that she is for Recruitment and Outreach and Curriculum and Professional Development. Recruitment and Outreach to assist new chapters maybe sending back a welcome back package to the chapters and something recruitment wise to attract new and old members. Elizabeth was going to check to see if the funds can be used to join Professional Business Networks (FBTEA or FACTE) and use them as a

Professional Development piece for BPA. Elizabeth mentioned that the funds can be used for the development of promotional materials as a means of recruitment of new members.

Devin is going to put together some documents together about the ideas that were thrown around and asked that all board members do the same and we will collaborate via email to finalize the final three.

- **NLC Hotel Selection**

These are the 2 hotels Hilton Anatole (HOST) and the Sheridan Dallas) - the Sheridan Dallas has more dining options and students will need to take a shuttle or rail line to get to the Hilton. The cost of the Sheridan is \$219.00 plus tax and the cost of the Hilton is \$249.00. A discussion was made and the following persons gave their thoughts:

Laquanda stated she would go for the Sheridan Dallas because her members always complain about not having enough food options and the fact the hotel is connected to a rail line makes it easier for them to commute to and from the airport. No resort fee is associated with the Sheridan and complimentary Shuttle Service.

Kyle also went for the Sheridan – the price of the hotel and the fact that the hotel is connected to the airports is a cost saver for the students.

Teralyn went towards the Hilton because of the middle school students and the issue of safety for those students. She would rather been in a hotel where everything is located and travel safety is no concern.

Sheela asked if the hotels using COVID Precautions (yes) – also agreed with Teralyn about the middle schoolers because they need more supervision. If the Hilton is safer and everything is there, I must go with the Hilton as well.

Devin stated that they are trying to get catering services because there are not many dining options near the Hilton.

Kent also went with the Hilton because of the younger members are concerned the safety is supervision is a must.

Devin - most of the new chapters we have this year is middle and supervision and safety is a concern. He will put in the Hilton as our option for the National Hotel choice. Most likely we would get it because we are number four.

Elizabeth stated that there are about 5 restaurants within walking distance of the Hilton.

- **2022 SLC Theme Approval**

Kyle shared the theme, the process, and the verbiage of the SLC Theme and to move away from using the National Theme as our SLC theme this year as well as the Membership theme for this year. This was agreed upon after countless hours of meeting and brainstorming. Theme was found not to be trademarked or used by other competitors or used previously from BPA.

Diana shared that the officer team developed the theme “Propel with Passion” – the word propel was liked the most because it described what the team was looking for this year. Propel the general membership; a badger to another year and the members could propel with their own efforts and passion.

- **Intro to P&P Document**

We have never had a P&P document and we need our own P&P to get feedback and edits before we meet in September. We are due for audit and the P&P is the third item on the audit list. We need our on state of Florida P&P and not continue to use the national P&P. Kyle and Devin will be starting to revamp the bylaws and constitution and it needs to be completed 60 days in advance of the SLC conference after communication with the board and 30 days before the SLC when the board has to communicate it with the chapters. We will most likely meet in December between the 30 – 60 day window. It has not been done since 2008 and the officer information has not been updated. Both the P&P and bylaws updated by the end of the academic year.

- **Fall Leadership Conference**

The Fall Leadership Conference will be virtual this year and in conjunction with 5 or 6 bother states. The dates were sent over and if you have a preference on the dates – email Devin. It will start on a Friday and end on a Sunday. More promotional items will be sent out and the goal is to make it a free offering for our students and he will provide further details at a later date.

Kyle – try to stay away to the November date because of the Regional Conference and look at one of the October dates, however, all the dates are too late to be used as the recruitment tool because of the due dates of membership fees. It should be as early as possible to allow more students to participate.

Devin will take our concerns and if the conference cannot be held earlier than October he would come back to the board and reconsider our options and decision.

- **M&M Productions Contract Review**

Three bids are needed for a SLC production - Cybis is out of the questions they wanted to charge \$70,000 - \$80, 000 – Tri Leadership was \$30,000 for the full SLC Production and M&M came in at \$24,500 all inclusive – per diem, the logo and the announcer is included. If we cannot have a conference this year because of COVID, they will work with us to either do a virtual, hybrid or deferred to the following year production.

- **September Board Meeting**

The intention was to have a face-to-face meeting and Full Sail had a special hotel rate that they were going to set us up with and we just needed to share the dates. Everyone was asked about their comfort level.

Kent stated with the Delta variant he prefers a virtual meeting.

Kyle stated a hybrid meeting would be good for those that are not comfortable coming in person. That would give the board a leeway to impose a vaccination mandate and if they plan to attend in person they must be vaccinated and if they are not vaccinated, they can

attend it virtual.

Giselle stated either is good.

Sonya stated virtual and she encountered 2 people that are vaccinated and have had COVID for a second time. Safety first.

Kyle stated for the state officer training there was a vaccine mandate and the morning the officers were to meet one of the officers who was vaccinated called and stated he had COVID so the meeting was held virtual for the one officer.

LaQuanda agree with the virtual option.

Janice also stated she agrees with the virtual option.

A motion was made by Sonya that we have a virtual meeting for the September Board of Director and Executive Council and Kent seconded the motion. The motion passed by the voice of say I – the I's won and the September meeting will be virtual.

Open Forum

Kyle made a motion to vote on the state theme “Propel with Passion” as the 2021-2022 for the BPA membership team. It was seconded by Laquanda. There were no debate or discussion. Janice asked if we will be having 2 themes one for NLC and a membership theme for Florida. There were no objections.

Devin mentioned he checked in with the Haiti chapter advisor, Ron Bishop about the sad situations that have been occurring with our neighboring country. The president's son was a member of BPA and now the earthquake – Mr. Bishop was informed that we are here to help.

Refreshing the website – moving things around and having an advisor's corner on the website. Trying to reduce the number of emails that sent out and the agenda's will contain multiple items with details under those items – a slack channel will be created for advisors to ask questions and to use as a collaboration tool

Janice asked about membership dues – they stayed the same and the only thing that changed was for associate members.

Teralyn stated that there is a new advisor at Fort Lauderdale High School – James Whitfield is no longer with the school board of Broward County.

Meeting Adjourned at 6:44pm

Item V-A

Florida BPA Board Breakdown

1. Board President-Laquanda Paschal
 2. Board Vice President-Sonya Russell
 3. Board Secretary-Vacant
 4. Board Treasurer-Sheela Wiley
 5. State President-Diana Rudel
 6. State Advisor-Devin Alexander
 7. Alumni Representative-Kyle Bennett
 8. Regional Advisor- Teralyn Butler
 9. FABTES Representative- Vacant
 10. Business Representative #1-Vacant
 11. Business Representative #2-Vacant
 12. Immediate Past President-Kent Williston
 13. FLDOE Representative-Elizabeth Winger
- Actively seeking folks to fill vacant Board positions. Please let Laquanda or myself know if you know anyone that would be a great addition to the Florida BPA Family.

Item V-B

At the discretion of FDOE, the overall allocation for the CTSO project was increased by \$100,000 to support the recruitment and outreach of special population students. Each CTSOs received \$10,000 of the increased funds.

Examples of how the increased allocation amount must be expended are as follows:

- Recruitment and Outreach
- Curriculum Development
- Professional Development for Chapter Advisors
- Community Partnerships to assist with Leadership Development
- Other activities as prior approved by FDOE.

State Advisor Recommendation:

1. Recruitment & Outreach
 - a. Recruitment Incentive +Outreach Campaign for new Chapters
 - b. Rationale: It's imperative we focus on recruitment coming off a rough year due to covid. Increasing membership in current chapters and bringing in new chapters is key
2. Professional Development for Chapter Advisor
 - a. FACTE/ACTE Memberships
 - b. Every year this event is dominated by FBLA. Only way we begin to spread our gospel is by getting our folks involved and active. Naturally folks will begin to want to learn more. Not to mention FACTE provides awesome professional development opportunities throughout the entire year.

Item V-C

NLC Hotel Selection

Option #1

Hilton Anatole (primary conference hotel)

Rate: \$249.00 plus tax (currently 13%)

Resort Fee: *optional* \$8.00 daily charge (includes self-parking, pool recreation, fitness center, 15% off V-Spa services, 2 Starbucks drip coffees, Toll & Domestic Calls)

Amenities: Full Fitness Center, Basketball court, Racquetball courts, pools (indoor and outdoor), Jade Waters water park (*may not be open during NLC 2022), outdoor lawn games, on-site FedEx Office, four on-site restaurants, a market place with coffee bar, and room service.

Additional Notes: 1) All events will occur at, and all tours will originate from, the Hilton Anatole. **2)** Limited off-site dining nearby, but a plethora of delivery services available. **3)** Airport transportation options will be provided by National BPA (available at an additional fee).

Option #2

Sheraton Dallas

Rate: \$219.00 plus tax (currently 13%)

Resort Fee: N/A

Amenities: Full Fitness Center, outdoor rooftop pool, on-site FedEx Office, two on-site restaurants, a market place with coffee bar, and Club Lounge (available to State Advisors and applicable Bonvoy members only).

Additional Notes: 1) State Associations assigned to the Sheraton Dallas will have meeting rooms available at the hotel for their State Meetings on Wednesday, May 4th. **2)** Hotel connects to “Plaza of the Americas” offering a wide-selection of restaurants and retail. **3)** Sheraton Dallas is next to the DART Orange Line, which connects downtown Dallas with DFW and Love Field airports; cost is as little as \$2 per person each way. **4)** Complimentary shuttle transportation will be provided between Sheraton Dallas and Hilton Anatole.

Item V-F

**Promotional Flyer Attached to Agenda Email*

Proposed Date: 10/22-10/23 or 10/29-10/30 or 11/12-11/13

More details in coming weeks.