

Anchorage Estate Planning Council  
Minutes for the Board Meeting  
June 25, 2009

The meeting was called to order by outgoing President Cathie Straub at 12:15pm in the conference room of the Alaska USA Trust Company at 500 West 36<sup>th</sup> Ave, Suite 200, Anchorage, Alaska 99503.

Board members present at the meeting were Rebecca Martin, Caroline Wanamaker, Christina Passard, Wayne Eski, Cathie Straub, Jan Temple, Alan Sandar, Laura Bruce, Cindy Hulquist, and Jim Plymire. Karen Padgett was unable to attend.

Changes to today's (6/25/09) draft meeting agenda were suggested and accepted.

I. Secretary's Report:

The draft minutes from the May 8, 2009 annual meeting were distributed. The minutes were accepted and approved after minor (name) corrections.

At the conclusion of today's meeting secretary materials will be handed over by outgoing Secretary (Christina) to the new Secretary (Wayne).

A discussion of the current website features, options, levels, and pricing took place. Level 1 is Basic and free. Level 2 is Standard and \$800. Levels 3 and 4 are \$1200 and \$1600, respectively, and have more web features. The Board discussed whether there was a need to accept credit card payments online for dues renewal, or for members to log in and change their addresses. It was decided to replace the existing online member application, which isn't in the current format, with the latest member dues notice/form. Currently only the webmaster can post photos, logos, and links to other sites. Some discussion occurred about allowing members to post their professional photos at no extra charge. After further discussion it was decided we will stay at Level 1 and focus more on expanding and enhancing the online member directory. Christina and Wayne will investigate the possibility of setting up a generic email address for the website that does not change as officers change. [During the Treasurer's Report it was later determined we are at Level 2.]

A discussion regarding the 2009-10 Dues Notice followed. Rebecca helped revise the form and she was also involved with designing the original form. It was decided that a checkbox for new members is not needed and the Board will ask Janine to send us annually a list of new members for approval and name tags. Janine wants dues notices to go out in early July. Wayne suggested adding words "licensing authority" to newly revised form. Alan thanked Cathie and Rebecca for revising the dues form.

II. Treasurer's Report:

Two handouts were distributed by Jan: 1) a check register since the beginning of the fiscal year 08-09 and 2) an Actual versus Projected expense spreadsheet for 08-09.

We have a good cash position going into the new fiscal year with an expected balance of approximately \$5,300 after today's meeting.

Rebecca led a discussion about guest attendance. We had 85 full members and how can we convert guests to full members? Laura suggested handing an information card to each new guest as a way to reach out and provide information. Carolyn & Wayne commented that our lunch space is limited and we may not want to look for a new location. Cathie commented it would be a little strange to not want to grow the membership within the local estate planning community. Laura volunteered to design a handout to guests for further board consideration.

A review of the check register revealed that we are paying \$800 for the website so we must be at Level 2. It was suggested that if we aren't using the Level 2 features perhaps we could drop to Level 1 and save \$800. Christina will research the differences between Level 1 and 2 and report back to the board.

Cathy reminded Jan that the Treasurer is to draft a 2009-10 budget for the board. Alan as incoming President volunteered to help Jan with this.

### III. Programs Report:

Alan distributed two handouts. Earlier in the meeting, Christina circulated emails from NAEPC regarding speakers who will waive their honorarium. Also earlier, Alan had suggested that the May meeting be designated as the annual business meeting possibly combined with a social event. Peter Brautigam volunteered for the October meeting. November is usually reserved for a non-profit speaker, but this November will be a good month for an estate tax update (possible panel discussion.) In September Maria Wallington will speak on ethical medical decisions. Other speaker topics and ideas were discussed in a brainstorming session. Carolyn, Alan and Rebecca will strategize regarding a national speaker and have a recommendation in a future board meeting.

### Other Business:

The consensus was that the descriptions for Board positions looked fine as previously distributed.

The minutes for the May 8, 2009 annual business meeting were approved as drafted.

Buzz Words for web site – nothing new since last discussed  
Alan will call the Petroleum Club re our renewal contract.

Next board meeting will be on August 26, 2009 at Alan's office in ASRC building 5<sup>th</sup> floor.

Cathie and Alan each received an email from Ann Seacrest of AARP regarding an outreach opportunity on TV in Juneau to be taped in the fall. Our cost would be the airfare. Alan will forward the email and discussion was tabled until the next board meeting.