



MINUTES for Regular Board Meeting June 18, 2025

Meeting: 06/18/2025 7:30 – 9:30 am Mountain Time

Location: Zoom Meeting
<https://zoom.us/j/8256677745>
Meeting ID: 825 667 7745

ATTENDEES

Presiding Officer:

☒ Korey Hampton – **Chair**

Board Member Attendees:

☒ Alicia Bourke – **Vice Chair**

☒ Michael Smith – **Secretary**

☒ Erik Marter – **Treasurer**

☒ Leslie Sohl – **Member**

☒ JJ Stapleton – **Member**

☒ Jason Ong – **Member**

☒ Lauren Stover – **Member**

☒ Kennerly de Forest – **Member**
Joined late

☒ Melissa Webb – **Executive Director**

Quorum?

☒ Yes

☐ No

Guests:

Heather Brooks

John Voegtlin

Brittany Humphrey

Meeting called to order at 7:32 am Mountain Time by Korey Hampton.

Welcome Guests & Housekeeping | 7:32 – 7:34a (Korey)

Reminder of 2025 Strategic Goals

1. Standards Development
2. Program Execution
3. Future of ACCT Events



Approval of Agenda | 7:34 – 7:35a (Korey)

Motion: To approve the agenda
Made by: Michael
Seconded by: Leslie
Discussion: Add Organizational Member Recruitment Campaign
Vote: In Favor – All
Opposed – None
Abstaining – None
Motion Carries: ☒ Yes ☐ No

Approval of Meeting Minutes from Previous Board Meetings | 7:35 – 7:40a (Korey)

- Approval of the May 21, 2025 Meeting

Motion: To approve the minutes from the May 21, 2025 Regular Board Meeting
Made by: Kennerly
Seconded by: Leslie
Discussion:
Vote: In Favor –
Opposed –
Abstaining –
Motion Carries: ☐ Yes ☐ No

The motion was suspended and will be moved to the next meeting.

Closed Session | 7:40 – 7:55a (Korey)

- Elected Board Members to enter a closed session to discuss matters sensitive to the Association and pertinent to the approval of the budget.

Motion: To enter a closed session to discuss matters sensitive to the Association.
Made by: Leslie
Seconded by: Alicia
Discussion: Only elected board members to enter
Vote: In Favor –
Opposed –
Abstaining –
Motion Carries: ☒ Yes ☐ No

- Entered closed session at 7:40a. The closed session was exited at 8:20a.



Budget Review and Approval | 7:55 – 8:45a (Melissa)

- Budget summary. Cash flow is always challenging in the first quarter and the beginning of the second quarter until conference registration starts coming in.
- Events.
 - Events revenue is based on 620 participants for the conference. This is slightly less than 2025 and 2026. Attendee rates will increase by a slight amount. This is the first increase in several years. The goal is to open registration in July, but it may take until August. The workshop crew is working on getting pre-conference agreements in place before opening registration.
 - Moving from the convention center to the hotel requires that booth sizes be reduced. If exhibitors want more booth space, they can secure additional booths.
 - Sponsorship revenue is projected at slightly more than in 2025. There will be a lot of options for the Over-the-Edge event. We will be offering traditional sponsorships and introducing new categories, including those that include and exclude booth space.
 - Deposits are due for Oklahoma (2026) but not for Tacoma (2027). Melissa is currently estimating that we will see a refund on deposits of up to \$18,000. This is not currently in the budget, but can be added back.
- Standards.
 - The budget includes participation in the ISO F2F for two people. The hope was to scout out locations for future events while doing so.
- Government Relations.
 - We have contracted a lobbyist and have them on retainer. We are not locked in. We can reassess in the future.
- Membership.
 - Based on growth.
- Program Adjustments.
 - Changes were made to account for program growth based on feedback from the Board.
- The Board requested minor changes to the budget. Erik and Korey will meet with Melissa to make the changes. The Board will schedule a special meeting to approve. Melissa is scheduled to meet with Laura on Monday, June 23, 2025.

Standards Development & Strategic Planning | 8:45 – 8:58a (Korey, Leslie, Mike)

- APTF2 Update
 - The group is working on several educational pieces.
 - The task force will be delivering a workshop at the conference
 - The key document we are working on is an LOP manual. This will not be ready for a while.
 - The Board needs to set up some time to discuss its role in the Standards Development Process.
 - Working on a set of FAQs to educate stakeholders.
- Discuss the process moving forward.
 - The ASD submitted an update to the Accredited Procedures. Public notice was posted in ANSI Standards Action soliciting comments. The deadline was May 26, 2025. We expect to hear back from the ANSI ExSC by late June or early July.
 - Discussion of PINs will be carried at the end of the meeting.



Accredited Member Badge | 8:58 – 9:02a (Brittany & Mike)

- The final design, based on feedback from Staff, Board, PR&Marketing, and the Accredited Members was received. The new badges will be the Rectangle and Badge-Hexagon.
- **ACTION ITEM** – Mike will finalize the artwork and send it to Brittany and Melissa.

Government Relations Update | 9:02 – 9:08a (Korey & Melissa)

- The Government Relations Workgroup is being populated. Invitations have been sent out.
- Melissa and Korey have a call scheduled with the new regulatory consultant to discuss strategic planning.

Organizational Membership Recruiting Campaign | 9:08 – 9:00a (Alicia, Brittany)

- Proposed a program to present Accredited Vendors with discount coupons to provide to their new clients. The discount coupon will only work for first-time organizational members or those who have not been members for three or more years. Eligibility will be determined by the staff.
- Staff will develop drip campaigns to onboard new organizational members. There will be tracking in place.
- The discount applies only to the first year. The goal is to recruit new organizational members.

Motion: To authorize Staff to develop and administer discount and incentive programs to recruit organizational members.

Made by: Michael

Seconded by: Erik

Discussion: Thanks to Alicia and Brittany. Includes the ability to develop incentives to encourage the use of the program.

Vote: In Favor – Leslie, JJ, Alicia, Kennerly, Jason, Erik, Lori, Michael, Korey
Opposed – None
Abstaining – None

Motion Carries: ☒ Yes ☐ No

Special Meetings

- Budget Approval – Tuesday, 9:30 am ET
- ASD and Standards Development Meeting -- Korey will send out a Doodle.

Meeting Closing | 9:37a (Korey)

Motion: To adjourn the meeting.

Made by: Alicia

Seconded by: Leslie

Discussion:

Vote: In Favor – All
Opposed – None
Abstaining – None

Motion Carries: ☒ Yes ☐ No



The meeting was adjourned at 9:37 am Mountain Time.

APPROVED