



MINUTES  
2020-21 EXECUTIVE BOARD MEETING  
AUGUST 12, 2020  
VIRTUAL

**2020-21 MEMBERS PRESENT**

Jerry Spence, Chairman  
Jason Freeman, Chairman-elect  
Lei Testa, Immediate Past Chairman  
Edie Cogdell, Treasurer  
Susan Roberts, Treasurer-elect  
Priscilla Soto, Secretary  
Sheila Enriquez  
Julia Hayes  
Jimmy Hudson  
Mohan Kuruvilla  
Brandon Mays  
Jay Neukomm  
Tim Pike  
Kate Rhoden  
Jodi Ann Ray, President & CEO

**2020-21 MEMBERS ABSENT**

Angela Ragan

**SPECIAL GUESTS**

Eric Curtis, Curtis Strategy  
Ben Simiskey, Strategic Planning Committee Chair  
Bill Voegeli, Association Insights  
Lisa Ong, Diversity + Inclusion Committee Chair

**TXCPA STAFF PRESENT**

Steve Phillips, Chief Financial Officer  
Kenneth Besserman, Director of Government Affairs and Special Counsel  
Bryan Garza, Director, Membership & Community  
Craig Nauta, Director, ACAN/Business Development  
Holly McCauley, Manager, Governance & Executive Operations

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I. CALL TO ORDER

Chairman Jerry Spence called the Executive Board (EB) meeting to order at 9:00 a.m.

II. QUORUM CALL

Priscilla Soto, Secretary, declared a quorum.

III. CONSENT AGENDA

The consent agenda included the following items:

- Minutes from the June 23, 2020 EB meeting
- Review of Action Items List from June 23, 2020 EB meeting
- Approval of CPA-PAC chair and committee members
- Filing of CPA-PAC reports
- Proposed changes to the Volunteer Policies & Procedures Manual: Change name of Single Audits & Governmental Accounting Conference Committee to Governmental Accounting and Single Audits Conference Committee
- Recommendations to the Governor's Office for Candidates for the Texas State Board of Accountancy

The following motion was made by Lei Testa and seconded by Julia Hayes.

**Motion:**

**The Executive Board approves the consent agenda as presented.**

**Motion approved with none opposed**

IV. TREASURER'S REPORT

Steve Phillips, TXCPA CFO, reviewed the investments portfolio, the impact of COVID-19, member dues and renewals, and Peer Review fees.

Eddie Cogdell, Treasurer, reported on the financial statements for the month ending June 30, 2020. The Society had a year-to-date net revenue of 191,146. The CPE Foundation ("Foundation") had a year-to-date net revenue of \$166,515.

The following motion was made by Eddie Cogdell and seconded by Lei Testa.

**Motion:**

**The Executive Board approves the financials as presented.**

**Motion approved with none opposed**

V. **STRATEGIC PLANNING UPDATE**

Ben Simiskey, Strategic Planning Committee Chair, and Eric Curtis with Curtis Strategy presented the strategic plan for 2020-2024. Executive Board members split into groups to further discuss the objectives and goals in the plan. Following discussion, the following motion was made by Sheila Enriquez and seconded by Mohan Kuruvilla.

**Motion:**

**The Executive Board approves the strategic plan as presented.**

**Motion approved with none opposed.**

VI. **CHAIRMAN-ELECT REPORT**

Jason Freeman, Chairman-elect, reminded EB members about the Chapter Presidents-elect Orientation being held virtually on September 29, 2020. He shared updates on locations being considered for 2021-2022 EB meetings. Mr. Freeman also shared upcoming chapter visits and presentations.

VII. **CHAIRMAN REPORT**

Chairman Spence shared feedback from the 2020 Annual Meeting of Members and shared upcoming chapter visits and presentations.

VIII. **CEO REPORT**

Jodi Ann Ray, President & CEO, shared updates on several items. Due to COVID-19, staff will continue to work remote. The office is open, and a process is in place for those who need to schedule time to be in the office.

Staff is looking into both in-person and hybrid meeting options for Advocacy Day and the Midyear Board Meeting in Austin. A decision will be made closer to the date.

Two positions are open – Executive Director for the Accounting Education Foundation (AEF) and the Chief Financial Officer to replace Steve Phillips after his retirement in January. The AEF position is on hold given some of the new direction from the Strategic Plan. A third party will be brought in to finalize interviews and a decision for the CFO.

TXCPA will be participating in a pilot program with the California Society of CPAs focused on data sharing and the migration of CPAs between the two states.

The Chapter Task Force will resume work on the Chapter Affiliation Agreement.

A Chapter Leader call is scheduled for August 25 with updates from the EB meeting.

**IX. NON-MEMBER RESEARCH REPORT**

Bill Voegeli with Association Insights presented results from research conducted with non-members. Surveys were sent to over 12,000 former members and almost 4,000 CPAs who never joined. The survey focused on awareness of benefits, products and services by TXCPA, why they were not a member and what was most important to them (CPE, Networking, Advocacy, News, Other). A small segment of those that responded also agreed to a telephone interview. The information gathered will be used by the Membership Committee to review opportunities to enhance existing programs or to develop new programs to address results from the survey.

**X. GOVERNMENT AFFAIRS UPDATE**

Kenneth Besserman, Director of Government Affairs and Special Counsel, presented updates with Government Affairs.

He presented a proposal for the CPA-PAC to contribute \$2,500 or \$5,000 to the Attorney General Ken Paxton campaign for 2020. The proposal was discussed and voted on by the CPA-PAC at their July 30, 2020 meeting. A vote resulted in a tie.

Kate Rhoden and Priscilla Soto recused themselves from discussion and vote due to conflicts of interest.

The CPA-PAC last gave to Paxton in 2014 for his AG race. Prior to that, the CPA-PAC gave to Paxton when he was in the Texas House and Senate. There was no contribution during his reelection campaign in 2018. The EB discussed the proposal and the following motion was made by Jimmy Hudson and seconded by Jay Neukomm.

**Motion:**

**The Executive Board approves the recommendation for the CPA-PAC to make a \$2,500 contribution to the Attorney General Ken Paxton campaign for 2020.**

**Motion passed with 10 in favor, 2 opposed (Testa and Roberts), 2 abstained (Rhoden and Soto)**

Mr. Besserman shared a draft plan for a virtual Advocacy Day in anticipation of the legislative session having strict restrictions due to COVID-19. He also provided updates on legislative issues.

**XI. DISCUSSION ON DIVERSITY & INCLUSION**

Lisa Ong, Diversity & Inclusion Committee Chair, shared updates and the 2020-2021 D+I Action Plan developed by the committee over the past couple of months. Top priorities include: Visible volunteer leadership; Develop inclusive leadership skills; Align chapters with D+I; Expand the CPA Pipeline; and Civic Leadership. The committee has developed a 3-year road map for diversity, equality and inclusion.

**XII. COORDINATING OFFICER REPORTS**

The following Coordinating Officer reports were presented:

- Accounting Education Foundation – Kuruvilla
- CPA-PAC –Freeman
- Professional Standards –Freeman
- CPE Advisory Board –Hudson
- Federal Tax Policy – Roberts
- Governance – Testa
- Nominations – Testa
- Ethics – Testa
- Branding & Community Outreach – Enriquez
- Peer Review – Hayes
- Business & Industry Issues – Mays
- Chapter Coordinating – Rhoden
- CPA Practice Issues – Neukomm
- Membership – Pike
- Diversity + Inclusion -Soto
- Strategic Planning – Cogdell

**XIII. EXECUTIVE SESSION**

Current executive board members went into executive session at 3:35 p.m.

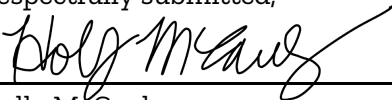
**XIV. ADJOURNMENT**

There being no further business, the meeting was adjourned at 4:00 p.m.

**MOTIONS PASSED**

- 1. Approval of the consent agenda as presented**
- 2. Approval of the financials as presented**
- 3. Approval of the recommendation for the CPA-PAC to make a \$2,500 contribution to the Attorney General Ken Paxton campaign for 2020.**

Respectfully submitted,

x   
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Holly McCauley

Manager, Governance & Executive Operations

x 10/30/2020  
\_\_\_\_\_

Date

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Approved by:

  
X Priscilla Soto, CPA (Oct 30, 2020 09:49 CDT)

Priscilla Soto  
2020-2021 Secretary, TXCPA

X Oct 30, 2020  
Date






# Minutes from EB Mtg Aug 12 - Virtual

Final Audit Report

2020-10-30

Created:	2020-10-30
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