



MINUTES
2019-20 EXECUTIVE BOARD MEETING
JANUARY 23, 2020
OMNI HOUSTON HOTEL; HOUSTON, TX

2019-20 MEMBERS PRESENT

Lei Testa, Chairman
Jerry Spence, Chairman-elect
Stephen Parker, Immediate Past Chairman
Billy Kelley, Treasurer
Edie Cogdell, Treasurer-elect
Mark Goldman, Secretary
Julia Hayes
Michele Heyman
Jimmy Hudson
Mohan Kuruvilla
Tram Le
Tim Pike
Angela Ragan
Kate Rhoden
Susan Roberts
Jodi Ann Ray, President & CEO

2020-21 MEMBERS PRESENT

Jason Freeman, Chairman-elect nominee, TXCPA Dallas
Priscilla Soto, Secretary nominee, TXCPA San Antonio
Sheila Enriquez, 2020-2021 Executive Board Appointed Member

SPECIAL GUESTS

Eric Curtis, Curtis Strategy
Bill Voegeli, Association Insights

CHAPTER GUESTS

Michelle Barton, Executive Director, TXCPA Fort Worth
Jacob Briggs, Chapter Presidents-elect, TXCPA Fort Worth
Margaret Campbell, Executive Director, TXCPA Dallas
Ricardo Colon, Chapter Presidents-elect, TXCPA Southeast Texas
Ruth Elizondo Pavon, Chapter Presidents-elect, TXCPA El Paso

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Beverly Longoria, Executive Director, TXCPA El Paso
Stanley (Chip) Majors, Chapter President, TXCPA Southeast Texas
Misty Mata, Chapter Presidents-elect, TXCPA Corpus Christi
Rebekah North, Executive Director, TXCPA Central Texas
Keith Pfeffer, Chapter President, TXCPA East Texas
Norman Robbins, Chapter President, TXCPA Fort Worth
William Sims, Chapter President, TXCPA Dallas
Amy Taylor, Chapter Presidents-elect, TXCPA East Texas
Chad Valentine, Chapter President, TXCPA Permian Basin
John Womack, Chapter President, TXCPA Houston

TXCPA STAFF PRESENT

Steve Phillips, Chief Financial Officer
Melinda Bentley, Director, Marketing and Communications
Bryan Garza, Director, Membership and Community
Jerry Cross, Director, Peer Review
Holly McCauley, Manager, Governance & Executive Operations

I. CALL TO ORDER

Chairman Lei Testa called the Executive Board (EB) meeting to order at 1:37 p.m. and welcomed everyone to Houston.

II. INTRODUCTIONS

Ms. Testa welcomed guests and staff and had each introduce themselves briefly.

III. QUORUM CALL

Mark Goldman, Secretary, declared a quorum.

IV. CONSENT AGENDA

The consent agenda included the following items:

- Minutes from the November 2019 EB meeting
- Review of Action Items List from November 2019 EB meeting
- Requests for an excused absence for the 2020 Midyear Board Meeting from: Susan Anders – Wichita Falls; Marianne Barry – Fort Worth; Richard Baumeister – Fort Worth; Connie Clark – Austin; Carol Collinsworth – Rio Grande Valley; Christy Gibson -East Texas; Whitney Murley – South Plains; Steve Newcom – Fort Worth; Ruth Olivares – San Antonio (Friday only); Marshall Pitman – San Antonio; Lisa Pitts – Houston; Ken Sibley – Dallas; Mary Stanford – Fort Worth; Michael Thomas – East Texas; Paul Willey – Dallas
- Governance Committee recommendation on Accountancy Museum

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- Governance Committee recommendation on Composition of Finance Committee

The following motion was made by Jerry Spence and seconded by Billy Kelley.

Motion:

The Executive Board approves the consent agenda as presented.

Motion approved with none opposed

V. TREASURER'S REPORT

Billy Kelley, Treasurer, gave an overview of items in the financial statements. Steve Phillips, TXCPA CFO, reported on the financial statements for the month ending December 31, 2019. The Society had a year-to-date net revenue of \$1,247,158. The CPE Foundation ("Foundation") had a year-to-date net revenue of \$237,371. He reviewed the year-end projections for the Society and Foundation.

Mr. Phillips presented the recommendation to hold dues at the current rate for 2020-21. The following motion was made by Edie Cogdell and seconded by Angela Ragan.

Motion:

The Executive Board approves to recommend to the Board of Directors to maintain dues at the following rate for 2020-21.

**\$295 - CPA and International Affiliate
\$90 - Affiliate, Candidate, 40 year, Retired**

Motion approved with none opposed

VI. PEER REVIEW PROGRAM UPDATE AND DISCUSSION

Jerry Cross, Director, Peer Review, presented updates on the Peer Review program. He reviewed current statistics, report/pass ratings and current number of firms and reviewers by chapter. TXCPA currently has partnerships with Louisiana and Oklahoma to administer peer reviews. Chapters are encouraged to help identify members that would make good peer reviewers and possible committee members.

VII. STRATEGIC PLANNING

Jodi Ann Ray, President & CEO, introduced Eric Curtis. Mr. Curtis with Curtis Strategy is the current Strategic Planning consultant for TXCPA. He presented an overview of what he would be working with the board on over the next couple of days. This feedback from the board will be used in the continued planning with the committee.

VIII. MEMBERSHIP SURVEY RESULTS PRESENTATION & DISCUSSION

Bill Voegeli from Association Insights shared an overview from the Membership Survey conducted between November 4 and November 21, 2019. One thousand four hundred nineteen (1,419) members participated in the survey. This is an 8% increase in participation from 2018. The survey measured overall membership satisfaction and needed improvements at the state and chapter levels, key components of member value provided by TXCPA and chapters and the contribution of TXCPA to professional development. The overall satisfaction was rated 8.23 compared to 8.21 in 2018. TXCPA members are calling for more networking, more outreach to younger professionals, easier access to face-to-face meetings, better public advocacy and a better research-based understanding of member needs. Mr. Voegeli led a discussion with the EB members about the survey results.

IX. CHAIRMAN-ELECT REPORT

Jerry Spence, Chairman-elect shared his 2020-21 Executive Board and Nominations Committee appointments, which will be ratified at the Midyear Board Meeting. His appointments for Executive Board are Sheila Enriquez – Houston, Brandon Mays – East Texas, and Jay Neukomm – Victoria. His appointment for the Nominations Committee is Cory Joiner – Panhandle. Mr. Spence stated the 2020-21 Executive Board Orientation will be held in April at the April EB Meeting in Louisville, KY. He shared the date for Leadership Day 2020, which will be May 28th in Dallas, TX. Mr. Spence also provided updates on chapters he's visited and shared upcoming chapter visits and presentations.

X. CHAIRMAN'S REPORT

Ms. Testa provided stated she was looking forward to the Midyear Board Meeting scheduled for Friday-Saturday, January 24-25, 2020. updates from the October AICPA Council meeting. She provided updates on chapters visited since November and shared upcoming chapter visits and presentations.

XI. COORDINATING OFFICER REPORTS

The following Coordinating Officer reports were presented:

Business and Industry – Hudson
Chapter Coordinating – Goldman
Chapter Task Force – Parker
CPA Practice Issues – Heyman
CPE Advisory Board – Spence
Diversity & Inclusion – Ragan
Federal Tax Policy – Roberts
Membership – Pike
Peer Review – Hayes
Professional Ethics – Heyman
Professional Standards – Rhoden
Strategic Planning – Cogdell
Young CPAs and Emerging Professionals – Le

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XII. EXECUTIVE SESSION

Current executive board members went into executive session at 5:15 p.m.


XIII. ADJOURNMENT

There being no further business, the meeting was adjourned at 5:30 p.m.

MOTIONS PASSED

1. **Approval of the consent agenda as presented**
2. **Approval to recommend to the Board to hold dues for 2020-21. Dues would remain \$295 for CPA and International Affiliate and Retired.**

Respectfully submitted,

X 

Holly McCauley
Manager, Governance & Executive Operations

X Apr 16, 2020

Date

Approved by:

X 

Mark Goldman
2019-20 Secretary, TXCPA

X Apr 16, 2020

Date