



MINUTES
2021-22 EXECUTIVE BOARD MEETING
AUGUST 5-6, 2021
THE RITZ-CARLTON, LAKE TAHOE; TRUCKEE, CA

2021-22 MEMBERS PRESENT

Jason Freeman, Chairman
Jerry Spence, Immediate Past Chairman
Susan Roberts, Treasurer
Melanie Geist, Treasurer-elect
Julia Hayes, Secretary
Darrell Groves
Willie Hornberger
Jimmy Hudson
Billy Kelley
Mohan Kuruvilla
Tram Le
Tim Pike
Angela Ragan
Kate Rhoden
Jodi Ann Ray, President & CEO

2021-22 MEMBERS ABSENT

Sheila Enriquez, Chairman-elect

GUESTS

Kimberly Ellison-Taylor, KET Solutions (present August 5 only)
Jay Neukomm, 2020-21 EB Member
Stephen Parker, Governance Committee Chair
Priscilla Soto, 2020-21 EB Secretary
Lei Testa, 2020-21 EB Immediate Past Chairman

TXCPA STAFF PRESENT

Eddie Cogdell, Chief Financial Officer
Kenneth Besserman, Director of Government Affairs and Special Counsel
Melinda Bentley, Director, Marketing & Communications
Holly McCauley, Manager, Governance & Executive Operations

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I. CALL TO ORDER

Chairman Jason Freeman called the Executive Board (EB) meeting to order at 8:37 a.m.

II. QUORUM CALL

Julia Hayes, Secretary, declared a quorum.

III. CONSENT AGENDA

The consent agenda included the following items:

- Minutes from the April 23-24, 2021 EB meeting
- Review of Action Items List from the April 23-24, 2021 EB meeting
- Suspension of TXCPA membership for: Norma Amparan – Dallas; Teresa Gattis – Fort Worth; Kerry Graham – Wichita Falls; Jennifer Lee - Houston; Marilyn Matthews – Permian Basin; Rebecca Roof - Houston; and Ullman Smith – Irving.
- Expulsion of membership for Robert Burden – Arlington
- Approval of excused absences for the 2021 Annual Meeting of Members and Board of Directors Meeting for: Brian Baumler – Houston; Larry Edgerton – Permian Basin; Julia Hayes – Southeast Texas; Amanda Johnson – Fort Worth; Ken Sibley – Dallas; Danielle Supkis-Cheek – Houston; Lei Testa – Fort Worth; and Gary Tonniges, Jr. – Fort Worth.
- Approval of dues waivers for: James Dauterive – Austin; Mary Reeves – Fort Worth; Antonia Yiakras – Houston; Ruben Jimenez – San Antonio; Jeff Kinney – Dallas; Rachel Maroney – Austin; Erica Soechting – San Antonio; Mduduzi Mugoba – Houston; Steven Ross – Houston; and Lakeesha Browne – Dallas.
- Approval of TXCPA East Texas Bylaws

The following motion was made by Jerry Spence and seconded by Kate Rhoden.

Motion:

The Executive Board approves the consent agenda as presented.

Motion approved with none opposed

IV. DIVERSITY, EQUITY AND INCLUSION TRAINING

Kimberly Ellison-Taylor with KET Solutions delivered the second part of her training series on diversity and inclusion – How to Avoid Landmines.

V. TREASURER'S REPORT

Edie Cogdell, CFO, reviewed the investments portfolio and provided updates on member dues and peer review admin fees.

Susan Roberts, Treasurer, reported on the financial statements for the month ending June 31, 2021. The Society had a year-to-date net revenue of \$169,292. The CPE Foundation ("Foundation") had a year-to-date net revenue of \$202,674. The Accounting Education Foundation (AEF) had a year-to-date net revenue of \$4,450.

The following motion was made by Melanie Geist and seconded by Julia Hayes.

Motion:

The Executive Board approves the financials as presented

Motion approved with none opposed

Ms. Roberts presented an amended budget for The Accounting Education Foundation (AEF) for 2021-22 - \$5,000 was added to total expenses for community college scholarships. The amended budget is a net expense of (\$24,000) compared to a net expense of (\$19,000).

The following motion was made by Susan Roberts and seconded by Jerry Spence.

Motion:

The Executive Board approves the amended 2021-2022 budget for The Accounting Education Foundation as presented.

Motion approved with none opposed

VI. MEMBERSHIP, MARKETING & COMMUNICATIONS UPDATE

Melinda Bentley, Director, Membership, Marketing & Communications, provided an update. As of August 3, 2021 there were 27,453 members with 85% of those being CPA members. She reviewed membership history, current statistics of member type with TXCPA and licensee statistics from the Texas State Board of Public Accountancy.

Ms. Bentley reviewed the goal for membership for 2021-22 to add 1,000 new members with 1/3 being CPA members (not including new licensees). She shared CPA recruitment activities and resources already in place and those planned throughout the year. Updates on dues renewals, retention and student membership were provided.

Ms. Bentley reviewed chapter operations updates. Five chapters are under TXCPA management agreements and Victoria is reviewing an agreement to begin in 2021-22. She provided updates and benefits of chapter websites on the TXCPA Sitefinity platform, those with nested career centers in the Naylor platform and chapters utilizing NetForum for event registration and financial transactions. New marketing platforms for branding, campaigns and digital branding were reviewed. Updates with the digital version of *Today's CPA* will launch with the July/August issue.

VII. CHAIRMAN'S REPORT

Chairman Freeman shared feedback from the 2021 virtual Annual Meeting. He reminded EB members the next meeting is planned for November 4-5, 2021 in San Augustine, FL. Dates and locations for the 2022-23 EB have been confirmed: August 4-5, 2022 in Newport, RI; November 3-4, 2022 in San Diego, CA; and April 27-28, 2023 in Santa Fe, NM. He shared a list of chapter visits on the schedule for the year.

The meeting was recessed until August 6, 2021.

The meeting reconvened at 8:48 a.m. on August 6, 2021.

VIII. GOVERNMENT AFFAIRS UPDATE

Kenneth Besserman, Director of Government Affairs and Special Counsel, presented updates on the legislative session. He also shared updates on TXCPA legislative priorities.

- Fingerprinting deadline extension – extending deadline to August 2022 was signed by Governor on June 7.
- PPP forgiven loans are excluded from Texas franchise tax calculations –Signed by Governor, effective immediately.
- Pandemic Liability Act – extends liability protections to healthcare providers, businesses, schools, churches and other entities that in good faith followed governmental guidance in their operations. Signed by Governor.

He provided an update on CPA Evolution. With the new CPA Exam launching in 2024, states are updating rules to allow for the new exam. AICPA has developed resources to explain the exam, content and rollout to students, schools, societies and others. TXCPA will work to educate students, teachers and schools about the new exam.

Texas is one of the last states that requires 150 credit hours to sit for the CPA exam. TXCPA plans to establish a committee to begin to look issues related to this rule. Mr. Besserman shared updates on bill HR3855 – the Accounting STEM Pursuit Act, which is the first ever congressional bill to address accounting and STEM. Passage is currently uncertain. Additional Governmental Affairs updates include planned lunch and learns at the Capitol to launch in Fall 2021. Mr. Besserman emphasized the 2022 CPA-PAC goal to have 5% member participation in CPA-PAC giving and 100% Board giving.

IX. CEO REPORT

Jodi Ann Ray, President & CEO, shared updates on the 2021 AICPA PCPS/CPA.COM National Map Survey. The survey launched June 14 and closes August 31 and is the profession's largest benchmarking tool and participation is free. She shared details about the AICPA Practice Analysis to assist with advancing the CPA Evolution initiative. Feedback is requested by September 7, 2021.

Ms. Ray reviewed the new Executive Board Dashboard, which shows current metrics around the organizational goals for the year. This dashboard will be shared with the Executive Board monthly to provide updates on the progress throughout the year.

Bill Treacy, Executive Director, Texas State Board of Public Accountancy (TSBPA), Jerry Hill and Gary McIntosh joined the meeting virtually. They presented information on Protecting the Public from the Unauthorized Practice of Public Accountancy (UPPA). The Public Accountancy Act requires persons or firms offering accounting services to the public may use titles or terms referring to accounting, accountant, auditing or auditor only if they are licensed under the Act. TSBPA has no jurisdiction over work of non-licensees. They have asked TXCPA to consider reestablishing a committee to help provide education and resources focused on UPPA.

X. GOVERNANCE & STRATEGIC PLANNING UPDATES AND DISCUSSION

Stephan Parker, Governance Committee Chair, Willie Hornberger, Strategic Planning Committee Coordinating Officer, Jerry Spence, Past Chair, and Ms. Ray provided updates on Goal One of the Strategic Plan.

1. Objective 1: All 20 Chapters have signed the Affiliation Agreements. Updates will be shared at the Presidents-elect Orientation on September 30.
2. Objective 2: A retreat was held July 12-13 with members of the Peer Assistance and 501c3 Consolidation Task Force. The group agreed to move forward with two separate paths – Peer Assistance will remain under the 501c6 umbrella and AEF and CPE will merge to form a new 501c3 focused on education initiatives. The goal is to present to the Executive Board in November for approval and AEF to approve in December with the full Board of Directors approving in January 2022.
3. Objective 3: The Governance Committee will begin work on this objective in the coming months.

Tim Pike, Membership Task Force Chair, Ms. Ray, Ms. Cogdell and Ms. Bentley presented updates on Goal Two of the Strategic Plan.

1. Objective 1: Interviews were held with members to try to identify the greatest needs for technology support and consulting services. Members did not identify a great need so further discussion around this topic will be done.
2. Objective 2: Staff completed a technology inventory of all systems and software. Acumen by Association Analytics has been identified as a data analytics solution. Representatives from Acumen joined the meeting virtually to present a demonstration of how the solution would benefit TXCPA.
3. The Membership Task Force on building a subscription-based membership model. The goal is to have a proposal to the Board of Directors in January 2023 for implementation in April 2023.

Mr. Pike, Ms. Bentley and Mr. Besserman provided update on Strategic Plan Goal Three.

1. Objective 1: The Membership Task Force has a goal to propose new membership categories to the Board of Directors in January 2022.
2. Objective 2 and 3: A list of organizations for potential alignment and strategic partnerships has been developed and presented to the Strategic Planning Committee.

X. COORDINATING OFFICER REPORTS

The following Coordinating Officer reports were presented:

- Accounting Education Foundation
- CPA-PAC
- Professional Standards
- Federal Tax Policy
- Professional Ethics
- Nominations
- Chapter Coordinating
- CPE Advisory Board
- Diversity + Inclusion
- Membership / Business & Industry Issues / Young CPA
- Peer Review
- CPA Practice Issues

XI. EXECUTIVE SESSION

Current executive board went into session at 12:00 p.m.

XIII. ADJOURNMENT

There being no further business, the meeting was adjourned at 12:30 p.m.

MOTIONS PASSED

- 1. Approval of the consent agenda as presented**
- 2. Approval of financials as presented.**
- 3. Approval of the amended 2021-2022 budget for The Accounting Education Foundation as presented.**

Respectfully submitted,

x 

Holly McCauley

Manager, Governance & Executive Operations

x 9/15/2021

Date

Approved by:



x Julia Hayes (Sep 15, 2021 12:35 CDT)

x Sep 15, 2021

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Julia Hayes
2021-2022 Secretary, TXCPA

Date


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Final Audit Report

2021-09-15

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