

MEETING MINUTES  
SUMMER 8002 CONFERENCE 2014  
Saturday, June 28, 2014  
Milwaukee, Wisconsin

- I. Introductions – President Tom Schneider called the meeting to order at 8:30 a.m. and thanked everyone for coming to Milwaukee. He outlined the purpose of today’s meeting: (1) complete the operational plan; (2) work on how to make the plan a reality; (3) determine what types of organizational things we would like to set in place; (4) provide and gather information to ensure that we receive 8002 funding and how it should be distributed; (5) use our time efficiently; and (6) how to keep the momentum going when we leave here and go back to our districts. Each member then introduced themselves and shared one thing they are doing in their district this summer that they are excited about for the upcoming school year.
- II. Executive Director’s Report – Tom Madden restated that the goal of today’s meeting is to complete the Operational Plan and present it at the Fall Conference in D.C.
  - A. Mission and Vision
    1. Our Vision - 100% funding
    2. Our Mission
      - a. No decision should financially hurt any district
      - b. Membership should be as wide as possible
      - c. Any increase in funding should be shared as equitably as possible
  - B. Budget Update – President Obama’s budget zeroed out 8002 funding again. NIISA, MISA, and Mid to Low Lot Districts are advocating on our behalf. The House and Senate have funded 8002 in their budget proposals.
  - C. History – Tom Madden reviewed the history of the 8002 subgroup and commented that we have become a “listened to” advocacy group.
  - D. Operational Plan Update – Tom Madden reviewed the timeline of the plan from the brainstorming session in the fall of 2013 through the development of the plan during the winter of 2014, the completion of the plan during this summer meeting, and finally the approval of the plan during the Fall 2014 NAFIS conference.
- III. Work Session on Long Range Plan
  - A. The five groups were assigned to complete their respective target areas from 9:30 to 12:00.
  - B. Groups reported on their progress after lunch, summarized as follows:
    1. Group 1 – How Do We Clarify and Promote Who We Are? Clarify and Promote who we are through communication and marketing, relationships with other organizations, reinforcement of mission statements, coordination with Group #4, greater presence and training sessions for new members.
    2. Group 2 – How Do We Get Congress to Understand the True Impact of The Loss of Taxable Properties? Get Congress to understand the true impact of the loss of taxable properties through education and communication of a non-partisan message. This will be attained through the development of a list of best practices to be posted to the website. They will also maintain a list of districts showing the amount of money received versus what the property is really worth. They will work on increasing the number of congressional members in the coalition and develop an accountability structure whereby each district presents what they have done at every meeting.

3. Group 3 – How Do We Instill a Sense of Urgency Among 8002 Participants and Members of Congress? Instill a sense of urgency among 8002 participants and members of congress through communication with all 8002 districts. Each district should create a brief and concise story on how the funding is imperative to their individual school. They would also like to have each State organize a meeting and have 100% attendance by impacted districts. They would also like to develop a template for personal stories and distribute to every district after each meeting.
  4. Group 4 – How Do We Utilize Technology and Social Media to be More Effective as an Organization (Both Internal and External)? Utilize technology and social media to be more effective through the development of a website so that every impacted entity or interested constituent will have immediate and efficient access to appropriate and pertinent 8002 information. They would like to create a Facebook page and utilize any other mechanism for instant information. They also feel that we need to develop a new name for our group before we start using technology.
  5. Group 5 – What Do 8002 Members Need From This Organization and How Do We Make Meetings and Messages More Valuable and Meaningful? Members need to have the necessary resources available to educate themselves and others. Members need to become confident in their lobbying efforts. We need to make effective use of our meetings through round robin tables, operational planning and review and by bringing in local representatives or outside experts to assist when needed.
- C. How Do We make it Happen – Several items were discussed to determine how to go from organization to implementation, arriving at the following points: (1) combine tasks from the plan; (2) avoid duplication efforts; (3) prioritize efforts; (4) adapt easily; (5) set a clear path; (6) make it easy to understand. The next discussion addressed the need to hire a person to handle the technology/communication components of the plan. It was determined that we need professional assistance for some areas, but other areas would be best handled by the membership. We then condensed the five (5) components of the Operational Plan into one of three (3) groups: (1) Internal Communication Group (one-way vs. two-way communication); (2) Recruiting New Members and Maintaining Existing Members; and (3) External Communication Group (message to community and congress).
  - D. Next Steps – Tom Madden and Tom Schneider will take the work we completed today and consider how best to align the five (5) components into one of the three (3) internal groups. Leaders will then be assigned for the three (3) internal groups and a determination as to how this all fits into our Executive Director's position responsibilities.

IV. Targeted Lobbying – Tom Schneider named Karen Huddleston as our Targeted Lobbying Hero for her efforts to convince Democrat Emanuel Cleaver from Missouri to sign a letter of support for Impact Aid. He also distributed a lobbying packet for the membership to review.

- A. Technical Amendment Update – The current language expires 12/31/14 which determines our current foundation payment. The House and Senate have both included the technical amendment language in their budget bills, and we are confident that it will be renewed.
- B. Budget Update – The membership viewed a video on the budget process and we were reminded that during an election year, congress is hesitant to pass a budget, which defaults to a Continuing Resolution for funding. Our lobbying efforts need to concentrate on the OMB releasing our 8002 funds.
- C. Election Update – Tom S. provided the membership with his predictions on the upcoming elections and who might be Speaker of the House, Majority Leader and Minority Leader.

- D. Other Issues – MISA is opposing the “Choice Act” which would allow vouchers for military students, and NIISA is dealing with what role the tribal leaders should have in the distribution of funds. Tom reminded us that we need to be aware of the issues the other subgroups are facing and show support in their efforts to take those issues to the Hill.
- E. Preparing for the Fall NAFIS Conference
  - 1. Review the 8002 Information Flyer and give any suggestions for changes to Tom Schneider.
  - 2. Have the “thank-you” notes prepared ahead of time.
  - 3. What should be our message?
- V. Treasurer’s Report – Karen Huddleston distributed the Treasurer’s Report for July 1, 2013 to June 25, 2014.
  - a. Approval of the 2014-2015 budget – The FY14-15 proposed budget reflected a reduction of 50% for dues, and a return to \$150 registration fee for the summer/winter meetings involving our 8002 group only. Motion by Craig Hutchinson and seconded by Jason Stowe. Motion carried.
- VI. Approval of Minutes from Spring Conference – The spring conference minutes have been posted on SharePoint. Motion by Sandy Doeber and seconded by Elaine Janson. Motion carried.
- VII. NAFIS Update – Sandy Doeber and Tom Schneider will be attending the NAFIS board meeting in two weeks. NAFIS is in the process of updating their operational plan and staff job descriptions. NAFIS is also in the process of seeking a new director with the announcement of John Forkenbrock’s retirement. They will be reviewing candidates in the Fall, interviewing successful candidates in the winter and filling the position for an official starting date in the summer of 2015.
- VIII. Update on FRO – The spring Fro was done on a team basis involving teams representing 8002, Low Lot, NIISA and MISA. One main focus was 8002 zeroing out on the President’s budget issue and it was very impressive to see the support from the other groups.
- IX. Information Items
  - A. Winter Meeting Logistics – Tom Madden reported that the meeting will be held December 7-9, 2014 as a joint meeting with the other subgroups. The Board will meet on Sunday, the joint meeting will occur on Monday, and the 8002 subgroup will meet on Tuesday.  
Summer 2015 Meeting – Tom Madden will be researching the price and availability for a summer meeting in either Boston, Massachusetts or Seattle, Washington.
- X. Review Mission and Vision – Tom Madden ended the meeting with a restatement of the mission and vision of the 8002 group.
- XI. President Tom Schneider adjourned the meeting at 4:01 p.m.