

Anchorage Alaska Bed & Breakfast Association  
Board Meeting Minutes

January 9, 2016  
A City View Bed & Breakfast

Present: Krista & Zack Walker, Mary Rydesky, Sam Penney, Annie Rittal, Terri Semmler, John & Jennifer McKinnon, Laura Pannone, Cliff Stratton

Excused/Absent: Sheila Stratton, Heather Johnson

The meeting was called to order at 12:11 pm by President Mary Rydesky. A quorum was established.

1. Approval of AABBA Meeting Agenda

John moved to accept the agenda. Terri seconded the motion. Motion passed unanimously

2. Approval of AABBA Board November meeting minutes

John moved we approve the November board meeting minutes. Laura seconded. Motion passed unanimously

3. AABBA Treasurer's Report

The Profit & Loss Previous Year Comparison and the Balance Sheet as of January 8, 2016 were reviewed. We have 11% more income, mostly due to timing of membership dues and enrollment of A/TPs. We have almost \$28,000 in the bank. To date 5 B&Bs have not sent in their renewals. Board accepted her report by acclamation.

4. President's Report

Mary hopes to improve communications with membership via monthly newsletter. Members are asked to send anything we run across to Mary for inclusion. She also asked us to reach out to individuals to include them in our committees, keep in touch, find others to replace us when our term is over.

5. Action Items/Committee Reports (see attached)

Membership: Laura reported for Heather that 5 B&Bs have not renewed to date. We've received 21 A/TP renewals to date. Laura has filed the 990 tax form, and it's been accepted by the IRS. Laura to send a reminder to members who have not renewed, to be cleared with Heather in advance. Follow-up phone calls to be made if necessary.

BBAA: Sam announced that the general meeting for the statewide organization will be in Palmer in April. Sam to send out new contact person for statewide membership to all members.

Community (report attached): Terri has receipts for anyone who's donated supplies for the Anchorage Mission; contact Terri for your copy.

Standards & Ethics: All fall inspections for 2016 were done except for 3. Cliff thanked his team for all their help, KimAnn and Mike, Bill Floyd and Sam. Those who were not inspected did not receive an invoice for renewal.

Hotline (report attached): Zack reported we had 530 calls that lead to referrals in 2015. Discussed changing the hotline to a call center/outside source. It's not a viable option with the few calls received. Denise Knapp was approached at the senior center to possibly help us with this project there. Data tracking isn't being done well as far as where guest calls are coming from (which marketing effort), and they're looking to revise the data collection form.

Publicity/Website: Cards are at the airport and log cabin. It may behoove the association to go to volunteer trainings for the visitor industry, including the ATIA front line presentation event. Mary showed us how many times our B&Bs were looked at via the AABBA website, which led to a discussion about the value of our membership dollars.

The maintenance of the website has been iffy, with 38 broken links. John moved that we approve Acorn to change the background color, change the logo to the newer blue one, and add social media links for all members' pages. up to \$400. Laura seconded the motion. Motion passed unanimously.

Program: Mary to send me a copy of her report

6. Member/Guests Comments/Highlights: none
7. Old Business: none

(Break for lunch)

8. Planning for 2016

Mary passed out AABBA Retreat 2016: Our Season, Our Seasoning (see attached). We brainstormed and came up with several topics to look into and continue discussing (not in any particular order):

- Invest up to \$10,000 for new website (our of \$30,000 in reserves)
- More members and cohesion among general membership: regular meeting at consistent times, includes socializing and business; set one location
- Do we really still need the hotline? Put +/- \$600/year into website; referrals from other B&Bs more valuable?
- Do we really need inspections? Aren't guest reviews an inspection? What value is there for "inspected and approved" with the wide range of B&B conditions in the association now?
- Create networking opportunities for B&B owners
- Create personal referrals between B&B owners
- Consider offering a menu membership....base line is \$xxx, add hotline for \$xxx, add "inspected and approved" for \$xxx, Webervations for \$xxx, etc.
- Members visit each others' properties to further personal referrals
- Need more training on personal and business e-mail systems
- Need some fresh, enthusiastic energy for the membership
- Need more new members

- Drop the cookie exchange, move to an annual meeting/announce election results/Thanksgiving potluck meeting in November instead of doing anything in Dec
- Stop paper inspection approval forms to be sent in; instead use a photo of the approval OR committee chair sends in a list of approved B&Bs to membership
- Mary passed out Board Expectations handout for us all to review

## 9. Announcements

The next board meeting has been proposed to be in March, on a Saturday, morning or lunch time, TBD. Please have budget needs to Laura beforehand so she can create a budget for 2016.

## 10. Review of Commitments

- Mary to gather bids from Acorn and possibly other companies for a rejuvenation and upgrade to our website
- Laura to determine the amount needed to leave in the bank for our budget needs
- Laura to check into the AABBA EIN number and ensure it is not shared with the BBAA (Bed and Breakfast Association of Alaska)
- Hotline: first quarter, committee to decide how the hotline would work without a phone, notebook, bag, use only the computer. A survey to go out by end of January re: the value of the hotline, and will send out some pricing for menu membership by end of February. They will still schedule training in March.
- Mary would like a plan from membership where each of us recruit 3-5 new members in 2016
- Membership to distribute the list of committee members to committee chairs
- Mary to schedule 90 minute education program on what's new SEO, websites, etc. To be scheduled for January. Mary to send out a newsletter about our website, its slow demise, and the need to have it upgraded.
- Sam to send members the new membership contact for BBAA
- All board members to start thinking about succession planning: connect with members, ask them to help with a 5 minute task, see if they'll connect and help with committee work

## 11. Adjournment

The meeting was adjourned at 4:57 pm.

Submitted by Secretary Annie Rittal  
Minutes accepted at Board Meeting of March 5, 2016

## Attachments: Agenda

November 15, 2015 meeting minutes  
Profit & Loss Statements, Balance Sheet  
Committee Reports  
AABBA Retreat 2016  
Board Member Expectations