

**SASFAA  
Conference Call Board Meeting  
Minutes  
March 2, 2009**

**CALL TO ORDER**

President Heather Boutell called the meeting to order at 11:18am

**ROLL CALL**

Roll Call was taken by Secretary Brad Barnett.

Voting members present: Heather Boutell, Keith Reeves, Brad Barnett, Lianne Masterson, Marilyn James, Jeff Gerkin, Jennifer Priest, Jeff Dennis, Bill Healy, Pennie Strong, Amy Berrier, and Terri Parchment

Voting members absent: Sharon Oliver, Brenda Burke, and Charles Markle

Non voting members present: Janet Sain, Sandy Neel, Chris Tolson, Brenda Brown, and Dee Tally

A quorum was established with 12 of the 15 voting members present.

It should be noted that prior to the conference call taking place, Lianne Masterson, Amy Berrier, Bill Healy, Brenda Burke, Charles Markle, Jeff Dennis, Jeff Gerkin, Jennifer Priest, Keith Reeves, Marilyn James, Pennie Strong, Sharon Oliver, Terri Parchment, and Brad Barnett acknowledged, via e-mail, receipt of the notification sent by President Boutell scheduling this meeting.

**ACTION**

**Action Item: On 2/27/09 President Boutell presented an e-mail from Janet Sain to the board with a recommendation for how to move forward with the Hyatt 2010 contract in Louisville, Kentucky. On 2/24/09 Lianne Masterson moved that the board consider the recommendation and Marilyn James seconded the motion.**

Following the motions Janet Sain provided discussion to explain the nature of the recommendation in more detail.

A roll call vote was taken regarding the motion. All members participating in the call voted "aye," so the motion passed unanimously.

**Action Item: Lianne Masterson moved to adjourn the meeting at 11:50am. Amy Berrier seconded the motion. Motion carried and meeting was adjourned.**

Attachment A contains the e-mail trail of the original motion and scheduling of this Conference Call Meeting.

## Attachment A

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**From:** Marilyn D. James [mailto: MJames@meridian.msstate.edu]  
**Sent:** Tuesday, February 24, 2009 5:33 PM  
**To:** Joanie Walker; Deborah Clark; MARKLCC@auburn.edu; Heather Boutell; Lisanne Masterson; cytolson@campbellsville.edu; pms@centralgatech.edu; Keith Reeves; Terri Parchment; whealy@flsouthern.edu; tracyi@GSFC.ORG; Brad Barnett; Jennifer Cosens; Brenda Brown; soliver@nccu.edu; Laura Diven-Brown; jdobrota@regent.edu; csanders@scstudentloan.org; Janet.Sain@suntrust.com; jdennis@swu.edu; spiersb@tcc.fl.edu; lmckenzie@tntech.edu; dtalley@uab.edu; alberrie@uncg.edu; jgerkin@utk.edu; sneel@utm.edu; blburke@vcu.edu  
**Subject:** RE: Hyatt Louisville 2010 Contract

Second  
Marilyn

>>> "Masterson, Lisanne" <lisanne@brevard.edu> 2/24/2009 4:24 PM >>>

I move that the board consider adopting the recommendations of the Site Selection chair via a conference call.

Lisanne

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**From:** Boutell, Heather [mailto:hboutell@bellarmine.edu]  
**Sent:** Tuesday, February 24, 2009 4:58 PM  
**To:** pms@centralgatech.edu; sneel@utm.edu; Keith Reeves; Brad Barnett; Terri Parchment; Masterson, Lisanne; dtalley@uab.edu; Clark, Deborah; jdobrota@regent.edu; spiersb@tcc.fl.edu; Laura Diven-Brown; Janet.Sain@suntrust.com; lmckenzie@tntech.edu; soliver@nccu.edu; Walker, Joanie; Brown, Brenda ; csanders@scstudentloan.org; alberrie@uncg.edu; whealy@flsouthern.edu; blburke@vcu.edu; MARKLCC@auburn.edu; jgerkin@utk.edu; Jennifer Cosens; mjames@meridian.msstate.edu; jdennis@swu.edu; cytolson@campbellsville.edu; tracyi@GSFC.ORG  
**Subject:** Hyatt Louisville 2010 Contract

Hello everyone – Janet Sain has been working fast and furiously on the Louisville 2010 Hyatt contract. See her notes below:

Hi there gang,

As you all are aware, SASFAA is contractually obligated to the Marriott and the Hyatt for the 2010 Annual Conference in Louisville. When the room block we had with the Sheraton was not going to be fulfilled, I immediately started contacting both hotels to see what re-negotiating we could do with our current financial obligations way back in late November. The Marriott was willing to reduce the room block by 10% and honor the 85% attrition rate. This lowered our minimum room block commitment to 1254 room nights instead of 1640. Our Sheraton room block in Myrtle Beach ended up being 1203. We should be able to get an extra 51 room nights for next year, I hope. By then, maybe travel restrictions will be lessened and more folks will be able to attend. I also had to concede some of the meeting space (2-3 rooms) so they can book other meetings. They were not able to decrease the food and beverage from the \$80K.

The Hyatt was a more difficult one to re-negotiate with as they were only being used as an overflow for sleeping rooms and that was all. If we cancelled the contract all together, we would have been financially obligated to pay \$49,915 up until 2/18/09. After 2/18/09, our financial obligation changed to \$69,881. Thus, I have been in discussions with our sales rep there for several months on what options SASFAA could offer and handle and not have to dish out the full cancellation penalty. This morning I spoke with Clay Spencer who is the General Manager at the Hyatt and we have hopefully come to a mutual agreement to do the following:

-The contract will be amended to reflect that we will not have the room block of 670.

- The amendment will also have the Hyatt cancelling all concessions that were in the original contract, such as the free rooms and upgrades.
- The financial obligation will be the \$49,915, BUT that figure will be decreased with each meeting that is held at the Hyatt between now and February 28, 2010.
- We will reassess our situation after the conference and discuss where we want to go with the balance (pay it off or try to book some other items).
- The Hyatt will still be utilized as the overflow hotel if needed (I stressed this was not a likelihood due to our numbers at the Sheraton)

I have asked the following Board members to consider holding certain meetings there next year. See below.

- 1-Chris-hold your budget meeting there
- 2-Keith-hold at least one Executive Board meeting there. It may be advantageous to have both meetings there.
- 3-Brenda-hold both conference committee meetings there
- 4-Ron Day (Long Range Planning Chair) -hold your LRP meeting there
- 5-Keith/Brenda-hold one of the dinners there for each meeting as opposed to going off site for both nights
- 6-Brenda-I don't know what the menu prices at the Marriott will be, but if they are high and we hit the \$80K fairly easily, please consider having one of our usual functions at the Hyatt. Such as the President's Appreciation?

I know I am asking for a lot of creativity and sacrifices, but we must do what we must do to get that almost \$50K down to a manageable figure for SASFAA. Especially since we are probably going to be paying out close to \$25K to the Sheraton this year for the unused room block.

TGIF! I need a drink! Is it 5pm yet? Thanks again.

*Janet D. Sain*

Assistant Vice President & Account Executive  
SunTrust Education Loans

So – from all of this, I think Janet is to be commended. Chris, Brenda, Keith and Ron have all committed to holding meetings at the Hyatt to soften the blow. I will hold GAP there in April 2010 if we have a credit and that would help us.

Because this is a financial obligation, I can sign the addendum as your President, but I would like Board support and/or discussion.

I will need a formal motion to call a conference call of the Board, but I believe this circumstance is important enough to do so.

Once I have a motion and a second, I will work to schedule a conference call for us. I realize everyone may not be able to attend.

Sorry to write in red – but that's how we're living – life in the red these days. J  
Heather