



## **BOARD OF DIRECTORS MEETING MINUTES**

**January 23-24, 2026**

**Zota Beach Resort**

**4711 Gulf of Mexico Dr.**

**Longboat Key, FL 34228**

### **Directors Present:**

President William Healey, RES; President-Elect/Treasurer Terry Taylor, CAE, RES, AAS, FIAAO; Vice President Kara Endicott, CAE, AAS, RES; Immediate Past President Donna VanderVries, CAE, AAS, PPS, Esq; Kevin Prine, RES, AAS, CAE; Douglas Warr, AAS; Lloyd Funk, CAE; Allen Jolley, AAS; Ginny Whipple, AAS; Billy Burle-Virtual; Damian Lara; Kirk F. Boone, PPS, AAS, FIAAO-Virtual 1/24; Timothy G. Hall Sr., AAS; and Executive Director Amy Rasmussen, RES, AAS, FIAAO.

### **Directors Absent:**

None.

### **In Person Attendees:**

Manatee County Property Appraiser Charles E. Hackney; Deputy Executive Director Stephanie Witcher, CPA, MBA; Senior Director of Communications & Technology Mike Ardis, APR; Senior Director of Meetings & Events Anita Lara, CMP; Executive Administrator Becky Behrens, MPA; and Governance Committee Chair Dorothy Jacks, AAS, FIAAO.

### **Virtual Attendees:**

Senior Director of Business Innovation Ashley Lathrop, MBA; Senior Director of Community Engagement & Membership Shawn Chevreux, MSE; Senior Director of Professional Development Erin Eades; Midwest Advisors Jenna Rose and Michael Slattery; Membership Recognition Committee Chair Rob McGee, NACo Representative Tim Boncoskey; Alvin Lankford; AAS, CAE; Kellen Representatives Molly Alton Mullins, Robin Applebaum, and Chris Krueger; and ThinkSweeney Representatives Jim Sweeney and Jennifer Manocchio; Trozzolo Representatives Josh Brewster and Kristen Price.

## **January 23, 2026 – Friday**

### **I. CALL TO ORDER**

#### **Welcome, Roll Call, and Oath of Office**

President William Healey, RES, called the meeting to order at 8:02 a.m. (ET). He administered the oath of office to the new officers and board members. Executive Administrator Becky Behrens, MPA, called the roll, and a quorum was declared.

#### **Approval of Agenda**

President Healey, RES presented the agenda for approval.

**MOTION: I move to approve the Board of Directors Meeting Agenda for January 23-24, as presented.**

**Made by: Kevin Prine, RES, AAS, CAE**

**Seconded by: Scott Russell, AAS, PPS, RES**

**Motion carried.**

## **Local Dignitary Welcome**

President Healey, RES welcomed Manatee County Property Appraiser Charles E. Hackney. Mr. Hackney welcomed everyone to Longboat Key, FL, and shared information about the County.

## **Photos, Code of Conduct, Confidentiality Policy, and Conflict of Interest**

Photos were taken, and the annual documents were signed and returned.

## **Team Building**

The Board and staff participated in a team-building activity.

## **Board Round Table**

The Board and staff shared professional and personal experiences that are happening, as well as future items they are looking forward to.

# **I. BUSINESS MEETING AND ACTION ITEMS**

## **Approval of Minutes**

**MOTION: I move to approve the minutes of the December 5-6, 2025, Board of Directors Meeting.**

**Made by: Allen Jolley, AAS**

**Seconded by: Immediate Past President Donna VanderVries, CAE, AAS, PPS, Esq.**

**Motion carried.**

## **Governing Documents Review**

Governance Committee Chair Dorothy Jacks, AAS, FIAAO, provided an overview of the governing documents, which include Articles of Incorporation, Bylaws, Procedural Rules, Manuals, Code of Ethics and Standard of Professional Conduct, and the Strategic Plan 2026-2028.

## **Governance Committee Report**

President Healey, RES provided an overview of the motion approved during the December Board of Directors Meeting and prior Board discussions relating to a single membership category. Governance Committee Chair Jacks, AAS, FIAAO, provided an overview of the areas of the Bylaws that would be affected by the amendment. A discussion was held regarding the various membership types, which include regular, associate, affiliate, and honorary. She provided an overview of concerns the Governance Committee discussed during their January Meeting. She advised that the Governance Committee is researching common practices regarding single membership. Discussion was held regarding associate members and tax representatives. Next steps were discussed regarding moving forward with a single membership category or clarifying existing definitions.

**MOTION: I move to move forward with a single membership category and provide clarity on the concerns brought forward by the Governance Committee.**

**Made by: Damian Lara**

**Seconded by: None**

**Motion Failed.**

Discussion was held regarding the logistics of an associate seat on the Board if there were no longer an associate member category. The consensus of the Board was to have the Governance Committee continue to prepare recommendations for a single membership category, which is inclusive, easy to follow, and embraces the core values of mass appraisal. They would also like the recommendations to include options on how to handle affiliates, associates, and tax representatives.

Board Member Boone, PPS, AAS, FIAAO left the meeting at 2:30 p.m.

### **Performance Review/Market Outlook**

Jenna Rose, CFA, introduced Michael Slattery, who is new to the Midwest Advisors team, and will be helping with the IAAO accounts. She provided an overview of the 2025 investment information. She advised that the total accounts ended the year with a value of \$6.66 million. She provided an overview of the allocations, which include cash, alternatives, and equity accounts. She stated that there is no need to rebalance this year. She confirmed that the current investment strategy is still applicable.

### **Public Relation Firms Presentations**

Executive Director Rasmussen provided an overview of each of the three public relations firms. She advised that she engaged with them in order to find a firm that could provide services as it relates to Axe the Tax. Molly Alton Mullins, Robin Applebaum, and Chris Krueger presented on behalf of Kellen. They provided an overview of their scope of work, timelines, and fee structure. Jim Sweeney and Jennifer Manocchio presented on behalf of ThinkSweeney. They provided an overview of Axe the Tax, their strategy for next steps, timelines, and fee structure. Josh Brewster and Kristen Price presented on behalf of Trozzolo. They provided an overview of the organization and strategy as it relates to next steps and existing clients.

Board Member Boone, PPS, AAS, FIAAO joined the meeting at 3:30 p.m.

Discussion was held regarding the three presentations and the deliverables the Board is looking for relating to public relations, marketing, and training. Discussion was held regarding the presence each organization has on local, state, national, and international levels.

**MOTION: I move to contract with Kellen to develop a public relations campaign for IAAO.**

**Made by: Allen Jolley, AAS**

**Seconded by: Kevin Prine, RES, AAS, CAE**

**Motion Failed.**

Discussion was had to revisit the item during the Board Meeting on Saturday, January 24, 2026.

Board Member Boone, PPS, AAS, FIAAO left the meeting at 4:30 p.m.

### **Membership Recognition Committee Report**

Membership Recognition Committee Chair Robert McGee provided an overview of the changes made to the John A. Zangerle Award. The Committee updated the eligibility and eligible work or contributions sections to broaden the definitions of who would be eligible. The consensus of the Board was to approve the updated award application.

Meeting adjourned at 4:45 p.m. to reconvene at 8 a.m. on January 24, 2026.

## **January 24, 2026 – Saturday**

### **I. CALL TO ORDER**

#### **Welcome and Introductions**

President Healey, RES called the meeting to order at 8:02 a.m. (ET). He introduced IAAO Florida Chapter President Wynnta Loughrey, AAS, RES, who welcomed everyone to Florida and shared information about the Florida Chapter.

### **BUSINESS MEETING AND ACTION ITEMS**

#### **NACo Report**

NACo Representative Tim Boncoskey provided an overview of the state legislatures with pending legislation related to property taxes. He advised that NACo is considering refocusing resources at the state level due to revenue streams being cut through property taxes at the local level.

### **2026 Board Expectations**

President Healey, RES set 2026 Board expectations, which included timeliness, preparedness, participation, and strategic focus.

### **Strategic Discussion on Manuals and Procedural Rules**

Discussion was held regarding the Procedural Rules and Manuals, and ensuring information is placed in the appropriate documents to avoid unnecessary duplication of information.

### **Strategic Discussion on Strategic Planning Next Steps**

Executive Director Rasmussen provided an overview of the strategic planning process. She advised that pressing issues were identified, and three priorities were identified: focus on tech and AI, promote growth of the membership and the profession, and expand educational offerings and delivery methods. Staff reviewed the action items and set priorities for 2026-2028. Priorities will be reviewed on an ongoing basis.

**MOTION: I move that we approve the 2026-2028 Strategic Plan as presented.**

**Made by: Timothy G. Hall Sr., AAS**

**Seconded by: Ginny Whipple, AAS**

**Motion Carried.**

### **Strategic Discussion on SEE Position Funding**

President Healey provided an overview of the creation of the SEE IAAO Chapter. He provided an overview of Global Navigators' recommendations related to international membership. The SEE Chapter has requested \$200,000 to fund two positions over the next two years. Discussion was held regarding measurements, oversight, and reporting requirements. Discussion was held regarding precedents for future requests. Discussion was held regarding consulting with the IAAO attorney to ensure IAAO is good to move forward.

**MOTION: I move that we approve the SEE Chapter funding request for the budgeted \$100,000, with the requirement of regular reporting of how the funds are used and include future growth expectations, upon confirmation of the legality of the funding.**

**Made by: Allen Jolley, AAS**

**Seconded by: Lloyd Funk, CAE**

**Motion Carried.**

### **Strategic Discussion on the Infrastructure Review Task Force Recommendations**

Discussion was had regarding the recommendation of removing the voting regions and whether the item needs to be referred to the Nominating Committee. The regions will be reviewed in 2027.

**MOTION: I move to keep the voting regions as they are currently structured.**

**Made by: Ginny Whipple, AAS**

**Seconded by: Douglas Warr, AAS**

**Motion Carried.**

Discussion was held regarding creating a Leadership Development Task Force, which would report to the Nominating Committee.

**MOTION: I move to create a Leadership Development Task Force that reports to the Nominating Committee, focusing on recruiting future leaders, along with selecting a current slate of candidates for this year and reviewing the existing structure.**

**Made by: Damian Lara**

**Seconded by: Lloyd Funk, CAE**

**Motion Carried.**

**MOTION: I move that the Governance Committee review the Nominating Committee structure, including size and process, as it relates to a Bylaw amendment.**

**Made by: Ginny Whipple, AAS**

**Seconded by: Damian Lara**

**Motion Carried.**

Discussion was held regarding the recommendations of the Task Force as they related to Committee structures. The consensus of the Board was that no changes would be made to the term structure, meeting locations are at the discretion of the President, and all other recommendations are already occurring or have been addressed. Discussion was held regarding chapters, affiliates, and representatives. Discussion was held regarding the Task Force Final Report and directing the Governance Committee to amend the language in the Procedural Rules to include this as a requirement for sunseting task forces.

**MOTION: I move to have the Governance Committee review the process to implement the Task Force Final Report prior to sunseting.**

**Made by: Lloyd Funk, CAE**

**Seconded by: Immediate Past President Donna VanderVries, CAE, AAS, PPS, Esq.**

**Motion Carried.**

### **Business Innovation, Research & Standards Report**

Sr. Director of Business Innovation Ashley Lathrop, MBA, provided an overview of the Business Innovation Strategic Plan goals and diversification of revenue streams. He provided an overview of PCS revenue and provided an update on the PCS marketing plan and continued projects, which include the City of Detroit, Denton CAD, and MPAC. He provided information on the results of the Leadership Days Survey, Staffing, and Benchmark Survey. He provided an overview of the 2026 business partners, 2026 prospectus, and the Esri Agreement.

### **Communications, Marketing, and IT Report**

Sr. Director of Communications & Technology Mike Ardis, MSJ, APR, provided an overview of the IAAO publications, which include F & E, Journal of Property Tax Assessment and Administration, Assessing Info, media headlines(a discussion was had regarding offering this to members and giving options to opt in), and general emails. He provided an update on communications work, which included Assessing the Situation, social media, event materials, and the website. Industry outreach includes TAF, IRRV publications, and IPTI. He provided an overview of marketing tools, which included GIS/Val Tech, MAVS, 2026 Conference, Mass Appraisal Valuation Symposium, and IAAO Courses. He provided an update on the technology updates as they relate to Nimble AMS, the website, and desktop conversions.

### **Professional Development Report**

Sr. Director of Professional Development Erin Eades provided an overview of the fourth quarter accomplishments and 2026 initiatives. She advised that some of the initiatives include Virtual IEWs, 2026 IEW Goals, rewrites, and new courses. She provided updates on designations, which had 213 candidates and 95 designees in 2025. She advised that we had approximately 2,949 student registrations at the end of the fourth quarter. She provided an update on staffing needs.

### **Membership & Community Engagement Report**

Sr. Director of Membership & Community Engagement Shawn Chevreux, MSE, provided an overview of membership as of December 31<sup>st</sup>, which is 8,460. He provided an overview of the membership initiatives, which included membership cycles and policies, acquisition and engagement, IAAO Connect revitalization Plan, and membership acquisition and retention campaigns. He provided an overview of the places the membership team is traveling to in 2026 for membership engagement. He provided an overview of the Illinois Chapter Bylaw amendment, which needs approval by the Board.

**MOTION: I move to approve the Bylaw amendment for the Illinois Chapter.**

**Made by: Allen Jolley, AAS**

**Second by: Kevin Prine, RES, AAS, CAE**

**Motion Carried.**

### **Meetings and Events Department Report**

Senior Director of Meetings & Events Anita Lara, CMP, provided an overview of the 2026 meetings and events, which included Leadership Days and Annual Conference. She provided an overview of the 2026 Annual Conference in Calgary. Discussion was held regarding sharing information about the change in start dates for the conference.

### **Finance & Accounting Report**

President-Elect/Treasurer Terry Taylor CAE, RES, AAS, FIAAO provided an overview of the Affinity Group fund requests. Deputy Executive Director Stephanie Whitcher, CPA, MBA, advised that revenues are approximately \$8 million and expenses were approximately \$8.3 million at the end of the year. She provided an overview of the statement of financial position, which included information on the organization's liabilities and net assets. She provided an overview of PCS income, which totaled \$205,962 in revenue and \$199,692 in expenses. She provided an overview of the investments, which include accounts with Edward Jones, Midwest Trust, and Trust Funds. Deputy Executive Director Whitcher provided an overview of changes to the travel policy, which added language regarding global entry and passport fees, and a front-end buffer day on international travel. Discussion was had on the appropriate mechanism to calculate the front-end buffer day, and if it should be based on time zones or hours traveled. Deputy Executive Director Whitcher, CPA, MBA provided an overview of the current language for Affinity Group funding requests. The Affinity Group Manual needs to be updated to reflect that fund requests are sent to the Finance Committee, they will review, bring forward to the Board, and respond to the requestor. The Governance Committee will make amendments to the manual and bring them back for Board approval. Discussion was had regarding the \$8,500 fund request for the WIN reception, ribbons, and handouts.

**MOTION: I move to approve \$8,500 for the WIN reception.**

**Made by: Damian Lara**

**Seconded by: Ginny Whipple, AAS**

**Motion carried.**

**MOTION: I move to approve \$7,000 for the Affinity Group fund request for the LaunchPad reception.**

**Made by: Lloyd Funk, CAE**

**Seconded by: Allen Jolley, AAS**

**Motion carried.**

Discussion was had regarding past funding of the WIN Luncheon related to ticket prices, sponsorships, and Affinity Group funds. Discussion was held that WIN would need to submit an Affinity Group fund request for any additional funds to cover the WIN Luncheon.

Deputy Executive Director Whitcher, CPA, MBA provided an overview of the SAFE Account. The Board needs to approve the expenditure of funds by the Executive Director up to \$75,000.

**MOTION: I move to allow the Executive Director to expend SAFE funds up to \$75,000 per year at their discretion, and they will notify the Executive Committee of the expenditure, and the Executive Committee will notify the Board.**

**Made by: Damian Lara**

**Seconded by: Timothy G. Hall Sr., AAS**

**Motion carried.**

Deputy Executive Director Witcher, CPA, MBA provided information regarding 1099-NEC reporting requirements related to guest and spouse travel paid for by IAAO.

### **Consent Agenda**

**MOTION: I move to approve the Consent Agenda.**

**Made by: Allen Jolley, AAS**

**Seconded by: Lloyd Funk, CAE**

**Motion carried.**

### **Executive Director Report**

Executive Director Amy Rasmussen, RES, AAS, FIAAO, provided an overview of the work done to onboard new Board Members, the Executive Committee, and Committee and Task Force Chairs. She provided an update on headquarters, which included preparation for Mike Ardis' retirement, staff skip level meetings, and Pinnacle Training. She provided an update on conversations and initiatives with IAAO Allied Partners in the fourth quarter.

### **President's Report**

President Healey, RES provided an overview of the upcoming first quarter travel, which includes ASAE, AL Chapter Meeting, Partner Meetings, and Spring Leadership Days.

### **Board Meeting Evaluations**

Board Evaluations were completed and submitted.

### **Other Business**

Discussion was held regarding the selection of a public relations firm. Executive Director Rasmussen RES, AAS, FIAAO shared that the firms were provided with information relating to our organization and the negative publicity surrounding property taxes and valuation. The Board discussed selecting a firm with local and national media presence, and who could help create consistent messaging to get in front of any negative information being released.

**MOTION: I move to authorize the Executive Director to enter into negotiations with ThinkSweeney to obtain services, which include national public relations, in addition to a proposal regarding membership and media kits.**

**Made by: Damian Lara**

**Seconded by: Immediate Past President Donna VanderVries, CAE, AAS, PPS, Esq.**

**Motion carried.**

Executive Director Rasmussen RES, AAS, FIAAO advised that the GIS Task Force is recommending adding GIS courses to IAAO Education. Discussion was held regarding the appropriate course of action. The consensus of the Board was to have the Education Committee investigate the development of GIS curriculum.

**MOTION: I move to ask the Education Committee to explore potential GIS Education offerings to supplement existing education programs.**

**Made by: Allen Jolley, AAS**

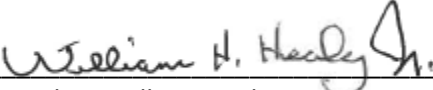
**Seconded by: Immediate Past President Donna VanderVries, CAE, AAS, PPS, Esq.**


**Motion carried.**

### **Board Forum**

Vice President Kara Endicott, CAE, AAS, RES, encouraged all Board Members to sign up to be mentors.

Meeting adjourned at 3:35 p.m. (ET).

  
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President William Healey, RES

  
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Amy Rasmussen, RES, AAS, FIAAO  
Executive Director & Secretary