

**Board of Directors Meeting
Thursday, September 4, 2014**

Board Members Present

(those present denoted with underline)

Jon See, Mary Beth Maddox, Stacey Willenborg, Ann McAdam Griffin, Maryam Hensen,
Brian Darmody, Jennifer Leed Schwartz, Jamie Shattuck, Mark Gibson, Mona Ellerbrook,
Brent Burns, Donald McGowan, Kathy Lynch, Sacha Patera, Mitzi Richards,
Olof Westerstahl, Michael Ransom

Others Present

Emily Pualwan

Call to Order

Jon called the meeting to order. Emily called Roll Call.

Consent Agenda

- July 24, 2014 Minutes
- July Financial Report

Mitzi motioned to approve the consent agenda. Mona seconded. MOTION APPROVED.

Old Business

- Draft Memos from Tab 1 of BOD Manual

Jon asks that board members sign the Memorandum of Understanding, Confidentiality Agreement and Conflict of Interest Policy & Disclosure Forms then scan and send to ASG/Emily.

Committee Updates

Please see committee update reports attached at the end of the minutes. Additional comments are noted herein.

- a. Strategic Planning – No update
- b. Mid-Winter Meeting – No update
- c. Executive Committee

Vice President, Ann McAdam Griffin, will serve as the liaison to ASG and Vice President, Stacey Willenborg, will serve as the liaison for the conference committee.

d. Conference Planning

The conference planning committee intends to ask the volunteers which sub committees are you interested in? What time commitment can you allow for the conference? What are your ideas, thoughts and concerns?

The 2015 NACRO Annual Conference dates are confirmed for July 14, 15 & 16, 2015 in Washington, DC

e. Benchmarking

The first call was today and their regular meeting is scheduled for next week.

f. Marketing

There were discussions regarding splitting Membership/Marketing into two committees. The board discussed and the decision was made to keep as one committee. Jamie asked the board to notify her of any changes in their contact information.

g. Site Selection – No update

h. Nominating

The group plans to start the process earlier for a good slate and deepening the pool of candidates.

i. Finance

Ann McAdam Griffin asked the board to send her any new inputs for the 2015 budget by September 19, 2014.

j. Professional Development

Monthly calls will be set up and two professional development offerings: Corporate Relations 101 and Corporate Relations Master level, possibly to roll out March/June 2015 timeframe.

k. Strategic Alliances

There was a discussion of having the following sub committees, Professional Society Alliances, Industrial Partnerships and Government.

New Business

- a. NACRO 2014-15 Budget (to be provided) – No update
- b. Committee Expectations – No update
- c. Emerita Proposal

The following motion was presented:

Stacey and Ann proposed to nominate Sacha and Mitzi for Emerita status. NACRO will extend the membership status to Sacha and Mitzi to allow them to continue as members of NACRO in the event their future positions are not at least 50% in corporate relations.

Mark Gibson motioned to approve. Mona seconded. MOTION APPROVED.

- d. NACRO/ASG Evaluation Summary (to be provided after the Board meeting)

The evaluations will be sent to the board members on September 5, 2014.

Announcements

The next BOD meeting will be held October 2, 2014.

Committee Updates:

Committee Update Reports

- a. Strategic Planning
- b. Mid-Winter Meeting
- c. Executive Committee
- d. Conference Planning

Conference chairs have conducted informational calls with almost all committee volunteers. These calls have generated a wealth of ideas for and ownership of panels and sessions, which we hope will complement RFP process. One idea the chairs would like to discuss with the board is including more Professional Development on the first day (previously dedicated just to Blueprint.) In the next two weeks the chairs are aiming to select sub-committee

chairs. The first all-committee call will take place in late September. Dates and spaces are almost finalized (July 14, 15, 16 2015).

e. Benchmarking

The committee participated in a general discussion on areas of focus and priorities for the year ahead. Items of interest included:

- Re-visiting the "best practices" website, and see how it might be modified to increase usage and effectiveness;
- Discussion on ways to formalize and standardize the annual survey so that the process and data collected can be compared and further integrated into the NACRO framework - would like to propose this topic as discussion item on the OCTOBER board meeting agenda.
- Continue refinement of the Center work done by the committee this past year. This may include taking the worksheet and condensing the most salient elements into a four or five page white paper with a focusing on the role of the Corporate Relations Officer.

f. Marketing

- Membership renewals – notices and payment of dues
- Update made to general NACRO email address boxes. The following messages will be auto-forwarded to the individuals noted:
 - Affinity - Julie Brandis
 - Benchmarking - Mona and Olof
 - Conference - Maryam, Brian and Jennifer
 - Info - Allyson and Jon
 - Job board – Allyson and Jamie
 - Marketing – Jamie and Marc
 - Membership – Marc, Megan Greenawalt, Jessica Watts, Jamie
 - Member survey - Jon
 - Midwinter – Jamie, Mona, Joyce Jones
 - Registration – Allyson
 - Site selection - Stacey Willenborg
 - Web – Jamie and Allyson
- NACRO News – request for news items and short updates from committees on general topics of interest
- Request discussion with BOD regarding recommendation to consider splitting membership and marketing into two committees

g. Site Selection

h. Nominating

i. Finance

The Finance Committee will convene later in September to review the previous quarter's financials, discuss the budget before the next board meeting and develop goals for the coming year. Since the Finance Committee members are appointed by the Board and positions are outlined in the Bylaws, here are this year's proposed members:

- Ann McAdam Griffin, Chair, VP for Finance
- Sacha Patera, Immediate Past President
- Jon See, Board Member
- Todd Cleland, Previous Board Member and member of Finance Committee (tentative)

If you have any inputs for next year's budget, please forward them to Ann by September 19.

j. Professional Development

k. Strategic Alliances