

**Board of Directors Meeting
Thursday, October 5th, 2017**

Board Members Present

(those present denoted with underline)

Mona Ellerbrock, Jessica Watts, Todd Cleland, Roger VanHoy, Adam Johnson,
Megan Greenawalt, Paul Sturm, Kim Jacobs, Adam Causgrove, Curt Hadley, Julie Smith,
Robin Seth Shah, Brad Fravel, Victor Haroldsen, Megan Puzey,
Tarsha Whitaker Calloway, Susan Fonseca

Others Present

Steen Hymes

Welcome & Call to Order

Jessica welcomed everyone to the meeting. Steena called roll.

Consent Agenda

Roger motioned to approve the consent agenda and financials. Todd seconded.
MOTION APPROVED

Announcements

- a. Board Members on the move
 - i. Adam C. has moved to Carnegie Mellon
 - ii. Julie has moved out of corporate relations and will step down from the board. She will remain through November to assist with the transition within professional development.
 - iii. Brad has left Indiana.
- b. Reminder that budget request drafts are due to Adam J. Oct. 18th. Adam sent a template to follow when preparing these budgets.
- c. Master Timeline
 - i. Committee chairs need to review the master timeline and provide input relating to their committee events/dates.
 - ii. This timeline will be collaborative and can be incorporated into slack.

New Business

- d. Membership Data Drive and New Member Outreach: Jessica presented the membership data PowerPoint, including information on existing member activity and new member activity.

- i. Trends show approximately 50% of conference attendees are new members.
 - ii. Membership and Alliances can use this information to send targeted messages to certain group (i.e. past members, past conference attendees, etc.).
 - iii. Discussion was had about the numbers of lapsed members or those who have not attended a conference. Jessica said she will look into those numbers.
 - iv. Adam C. will work with Brad and Victor on how to pull member reports from MemberClicks.
- e. Conference Update, Site Visit
- i. Megan P., Tarsha and Steena went through several site visits in Atlanta at the Hyatt, Emory and several options for the reception. The College Football Hall of Fame is the first choice for a reception venue. The aquarium and the CNN Center were also visited.
 - ii. The Session Proposal RFP is ready to be sent out.
 - iii. Brad asked about exhibiting space at the Hyatt. The Hyatt should have several options for exhibitor space.
- f. Mid-Winter Leadership Meeting Update
- i. Mid-winter will be held at the Hilton Post Oak in Houston.
 - ii. There will be an informal meet-up on Monday at The Tasting Room, a local restaurant.
 - iii. There are two options on the table for the Tuesday reception, El Tiempo and North Italia. Both are around the same cost. El Tiempo has more of a local flavor but requires a shuttle. North Italia is within walking distance of the Hilton and allows attendees to hop over to other restaurants near the hotel afterwards.
 - iv. Robin asked that committees be considerate of the high AV costs at the Hilton and to use judgement on what equipment is necessary and what equipment they can do without (i.e. conference phones). Megan G. added that all of these costs will factor into the registration fee and the goal is to set a reasonable registration fee.
 - v. All committee rosters need to be emailed to Steena within the next week so invites can be sent out at the end of the month.
- g. Professional Development Offerings at Mid-Winter
- i. Robin and Julie opened the floor regarding the option to hold a professional development session on the Monday of Mid-Winter. Several ideas are a mastery class, a blueprint class or a hybrid.
 - ii. There are concerns about not having enough people attend to make it worth it, as well as professional development being short-handed with Julie leaving.
 - iii. Discussion was had about offering a something this year or waiting until next year.
 - iv. Robin said free space has been secured at Houston and overall, it would be inexpensive. With that in mind, 2018 could be a good test year.
 - v. Robin, Julie, Jessica and Adam J. will talk offline and make a decision.
- h. Sponsorship

- i. A list of potential sponsors was emailed to board members. Volunteers are needed for the sponsorship task force.

Old Business

- i. IP Form for development of NACRO materials and travel form
 - i. Roger is working on an intellectual property policy regarding any materials created for NACRO purposes. This document needs legalized. Roger and Victor will look into finding an intellectual property lawyer who will review the document for a small fee or pro bono.
 - ii. A travel form has also been created for NACRO BOD officers who are traveling on NACRO business. Victor and Brad will send that form to Adam C. for editing. Adam C. will send the final document to Steena who will send it to Megan P. to fill out for her Atlanta site visits. Adam J. will put the form in the Box so officers have access to future use.
- j. Bylaws: the new bylaws have been uploaded into the Box for review.

Closing Remarks