

**Board of Directors Meeting
Thursday, June 7th, 2018**

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, Katheryne Rehberg,
Robin Seth Shah, Brad Fravel, Victor Haroldsen, Megan Puzey,
Tarsha Whitaker Calloway, Susan Fonseca, Julie Brandis

Others Present

Steen Hymes

Welcome & Call to Order

Mona welcomed everyone to the meeting. Steena called roll.

Consent Agenda

Susan motioned to approve May minutes. Paul seconded.

MOTION APPROVED

Megan G. motioned to approve March financials. Adam C. seconded.

MOTION APPROVED

Announcements

- a. Conference registration is at 186.
- b. Early bird registration ends June 15th.
- c. Megan G. discussed end of year recaps from committees: what you've learned, goals you've reached, obstacles, etc. Adam J. will be sending out a form. This will help guide committee goals for next year as well as a way to recruit new committee members.

New Business

- d. **Nominating Committee:** Voting period is open for two weeks starting June 13. An email will be sent to members with link to voting. The nominees will be notified privately, but a public announcement will be made at the conference.
- e. **Site Selection:** Trying to remain cost-effective, while improving the process moving forward. Sponsorship efforts will become more important as costs become higher.
 - a. MidWinter 2019 will be held at the Royal Sonesta in New Orleans, Feb. 4-6, 2019.
 - b. Annual Conference 2019 sites have been narrowed down to the Omni and the Westin in Pittsburgh. Dates being offered are July 16-18, 2019. There will be a site visit June 15th at both.

- c. MidWinter 2020 RFP has been sent out to hotels in Phoenix. The deadline for proposals is the end of June.
- f. **Membership and Alliances:** M&A is doing a lot of outreach, primarily to industry individuals via email, LinkedIn and phone calls.
 - a. Also doing cross-promotion with AUTM, CASE and NORDP.
 - b. Jess attended NORDP and gained a lot of ideas to apply to NACRO.
 - c. M&A is working with M&C on messaging and communications timeline.
- g. **Board Manual:** Susan reviewed the latest copy of the board manual.
- h. **Conference Programming Update:** Working on locking down keynote speakers. Need help identifying a few affinity leaders. Logistical pieces are in progress and on track. Need to work on increasing registration numbers by reaching out to colleagues and corporate partners.
- i. **Professional Development:**
 - a. Third webinar was hosted June 6. There were 8 participants. Looking at how to better promote webinars in the future.
 - b. Webinars will be packaged and sold for those who could not sit in on the live webinar.
 - c. Jess gave an update on Bootcamp. There are around 45 registrations. They are working on having a more inclusive program. There will be similar topics as in the past, but with new presenters.
 - d. Mastery is facing challenges with registrations. There are currently 5 people registered. The Mastery sub-group has reached out to nearly 100 people, but there needs to be a plan on how to better market the Mastery Series, as well as consideration of the future of the Mastery Series.
- j. **Benchmarking:** Final membership survey count is 324 responses. There are 11 responses to the industry survey. Benchmarking is working on developing a report on membership responses.