

**Board of Directors Meeting
Wednesday, February 6, 2019**

**Board Members Present
(those present denoted with underline)**

Megan Greenawalt, Adam Johnson, Adam Causgrove, Jamie Shattuck, Mona Ellerbrock,
Jessica Watts, Megan Puzey, Dana Ulrich, Victor Haroldsen, Stavros Kalafatis, Katheryne
Rehberg, Joe Matope, Kim Jacobs, Charley Hasemann, Susan Fonseca, Stacey Willenborg
Melissa Erekson

Others Present

Tracey Wischmeyer, Steen Hymes

Welcome & Call to Order

Adam J. welcomed everyone to the meeting. Steena called roll.

Announcements

- a. The Board welcomed Stavros to his first Board meeting since being appointed as the Membership & Alliances Chair Elect

New Business

- a. **Round Robin:** Board members reported on take-aways from the Midwinter Meeting.
- b. **Site Selection Update:**
 - I. The site selection process continues to prioritize fiscal responsibility as they work to meet the needs of NACRO while staying within budget.
 - II. Two cities are being considered for the 2021 Annual Conference.
- c. **Finance Update**
 - I. The Finance committee is looking for ways to create revenue opportunities.
 - II. Midwinter has not traditionally been a revenue source.
 - III. Finance is considering the option to transition webinars to a free benefit for members only.
 - IV. Paul Sturm compiled a matrix outlining various costs/opportunities among NACRO and its primary competitors to benchmark our pricing structure.
- d. **Award Update:**
 - I. The Rising Star award process needs to launch ASAP. Melissa will work with Marketing to get the announcement out.
- e. **Committee Midwinter Next Steps:**
 - I. Marketing
 - i. Marketing needs help organizing announcements, surveys and other efforts between all the committees.

- ii. The newsletter needs more content. Each committee will take turns providing content monthly:
 - 1. March – Conference Programming
 - 2. April – Benchmarking
 - 3. May – Membership & Alliances
 - 4. June – Professional Development
 - iii. Tracey requested help beta testing another potential app for annual conference.
- II. Conference Programming
 - i. Needs volunteers to be session content managers at the annual conference.
 - III. Benchmarking
 - i. The committee is trying to finalize the gold standards survey and needs feedback from others.
 - IV. Membership & Alliances
 - i. The committee is working to develop the CASE partnership.
 - V. Professional Development
 - i. The committee is open to considering the idea to transition webinars to member-only benefit.
 - ii. The mastery subcommittee had some good outcomes from midwinter, but there is a pretty small team behind this effort currently. Discussions will continue regarding how to strengthen this subcommittee.