

**Board of Directors Meeting  
Thursday, April 4, 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.

**Consent Agenda**

Kim motioned to approve Consent Agenda. Mona seconded.  
MOTION APPROVED

**Financials**

Adam J. motioned to approve February financials. Charley seconded.  
MOTION APPROVED

**Announcements**

- a. Melissa has moved to a new position at Penn State University.
- b. Victor be stepped into a new role at UC Davis.
- c. Adam J. and Megan G. will be holding open president hours and encouraged board members to schedule a time to discuss any questions or areas where they may need help or input.

**New Business**

- a. **Awards:**
  - I. The committee is still collecting nominees for the Rising Star Award. Call for nominations closes May 14<sup>th</sup>.
- b. **Nominating**
  - I. The nominating committee shared the 2018-2019 Board of Directors slate.
  - II. This year's election will not have any contested positions, and the committee feels there is a strong slate as well as good candidates in the pipeline.
  - III. A total of 28 individuals were nominated and interviewed.

- IV. Mona made a motion to approve the 2018-2019 Board of Directors Nomination Slate as presented. Victor seconded. MOTION APPROVED.
- c. **Past-President Re-connections**
  - I. Megan G. and Adam J. reached out to past presidents for further engagement with NACRO. Past presidents will receive free lifetime membership to NACRO.
- d. **Conference Programming**
  - I. Dana provided an update on the 2019 Annual Conference:
    - i. 32 registrations reported at the time of this board call.
    - ii. Session managers are collecting speaker information for the website and mobile app.
    - iii. Guest experiences is working with Visit Pittsburgh to create page on their website about the conference.
- e. **Professional Development**
  - I. Bootcamp plans are coming together with most of the program finalized.
  - II. Webinar #4 is scheduled for May 21<sup>st</sup>.
  - III. The mastery committee is working on finalizing the application and registration forms.
- f. **Benchmarking**
  - I. The member survey currently has 173 responses and reminders will be sent out over the next several weeks.
  - II. The industry survey has around 150 responses. Don Takehara has put together a high-level summary and interviews are still being held for the in-depth surveys.
- g. **Marketing & Communications**
  - I. Monte is finalizing the promotional videos and the next step will be creating a strategy for how to use these videos.
  - II. The committee is working on addressing quality assurance for social media post consistency.
  - III. The committee selected Attendify as the mobile app for the 2019 Annual Conference.
- h. **Industry Engagement Efforts**
  - I. Benchmarking: Industry survey is still in process.
  - II. Membership & Alliances: Industry member contest is live but needs more involvement. The committee is still working on how to offer a 1:1 partner capability for future conferences.
  - III. Conference Programming: The committee is working on offering a private industry affinity group.
- i. **Other Business**
  - I. There are five committed sponsors for the 2019 Annual Conference for a total of \$12,500. The sponsorship committee is still working with other potential sponsors.