

Board of Directors Meeting
Thursday, May 2, 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

Megan G. welcomed everyone to the meeting. Steena called roll.

Consent Agenda

Charley motioned to approve the Consent Agenda. Kim seconded.
MOTION APPROVED

Financials

Kim motioned to approve March financials. Victor seconded.
MOTION APPROVED

Announcements

- a. An eblast reminder was sent for the Rising Star Award.
- b. Board members were reminded to submit space request for the 2019 Conference to Steena and Conference Programming by May 14th.

New Business**a. Conference Programming:**

- I. Speaker submissions are still being collected with reminder emails being sent by session managers.
- II. CP is still looking for a keynote speaker for Wednesday morning of the conference.
- III. CP and Steena are working on finalizing attendee gifts and speaker gifts.
- IV. CP will hire a videographer in addition to a photographer for the conference. Video footage will be used for promotional videos and other marketing purposes.
- V. Mike Harding with the experiences subcommittee is working on integrating a service project with Beverly Birthdays into the conference. This could include packaging gifts or writing cards. Details are still being discussed.

- VI. Registration numbers are trending higher than previous years.
- b. Professional Development**
 - I. The 4th webinar has been postponed due to a speaker dropping out. The webinar is targeted to be rescheduled in Fall 2019.
 - II. The webinar subcommittee continues to identify topics for the next webinar series, as well as working through switching to a free webinar model.
 - III. Bootcamp plans are underway with most speakers confirmed.
 - IV. A total of 5 Mastery applications have been received. The Mastery subcommittee is working with Marketing on a social media plan to promote the series.
- c. Site Selection**
 - I. Steena, Megan G. and Lorena McLaren visited Raleigh for the 2021 Annual Conference. The committee submitted the recommendation of holding the meeting at the Raleigh Convention Center with a room block at the Marriott City Center. Contracts are underway and will be finalized in the next few weeks.
- d. Industry Engagement**
 - I. Conference Programming: Currently, there are 3 industry members registered for the Annual Conference. CP is working on creating an industry session as the conference.
 - II. Benchmarking: The committee is working on formalizing data received from the industry survey. Rob and Jessica are still working through one-on-one interviews with industry survey respondents.
 - III. Professional Development: Looking into creating and offering an Industry Bootcamp, similar to the Corporate Engagement Bootcamp model.
 - IV. Finance: Discussions are ongoing regarding potential promotional opportunities to increase industry engagement.
- e. NACRO Swat Team Reports**
 - I. App: Still looking for an app that works for 1:1 meetups and an overall conference app.
 - II. Videos: A swat team has been created to focus on how to use the videos Monte created in our promotional and marketing efforts. A matrix was created outlining each video and how it will be used.
 - III. CASE: This swat team with Jessica, Victor and Melissa is focusing on how to engage with CASE and build that alliance.
- f. Membership & Alliances Update**
 - I. AUTM leadership will not be attending NACRO and will not need a table, but NACRO is still offering two free registrations to AUTM members. AUTM will identify those members.
 - II. CASE engagement plans are in process with the creation of the Swat Team.
 - III. NACRO representatives attended NORDP and report encouraging connections and leads.
 - IV. NACE: David Ortendahl will be attending NACE as a NACRO representative. NACRO will also co-sponsor a NACE reception.
- g. Benchmarking Update**

- I. An intern was hired to analyze the member survey data and compile reports and summaries. The intern may end up helping with other benchmarking projects such as Gold Standards.

h. Other Business