



**Board of Directors and Committee Chairs Meeting  
December 13, 2018  
Minutes**

Submitted by Julie Huetteman, Secretary

<b>Call to Order – Robinson</b>
Robinson called the meeting to order at 7:34 a.m. ET.

<b>Roll Call – Huetteman</b>			
<b>Officers:</b>		<b>Regional Reps:</b>	
Julie Robinson (S), President	X	Aly Valentine, North East	X
Terrence Wolfork (1890s), President-Elect	X	Danae Wolfe, North Central	X
Julie Huetteman (NC), Secretary	X	Todd Hurt, Southern	X
Rich Poling (S), Treasurer	X	Rebecca Sero, West	
Mike Lambur (S), Past President	X	Cynthia Wilson-Willis, 1890s	X
		Vacant, 1994s	
<b>Committee Chairs/Co-Chairs:</b>			
Teresa McCoy (NE), Awards & Recognition	X	Ken Jones (S), Awards & Recognition	X
Suzanna Windon (NE), Finance	X	( ), Finance	
Matt Benge (S), Marketing	X	( ), Marketing	
Todd Hurt (S), Membership	X	Catie Croft (1890s), Membership	X
Gwyn Shelle (NC), Programs	X	( ), Programs	X
Terrence Wolfork (1890s), Policy & Resolutions	X	Mike Lambur (S), Nominating	X
Kristi Farner (NC), Conference	X	Diane Mashburn (S), Conference	X
<b>Liaisons</b>			
Steve Siegelin (W), PILD Representative (2 <sup>nd</sup> Yr)	X	Karen Reddersen (W), PILD Representative (1 <sup>st</sup> Yr)	
Jan Carroll (W), JOE Representative		( ), eXtension Fellowship	
<b>Webmaster</b>			
Tom Payne	X		
<b>Guests</b>			

<b>Agenda – Robinson</b>			
Introductions of all 2019 board members were made.			
Robinson introduced need to have a replacement PILD representative in April 2019 when Steve Siegelin’s 2 <sup>nd</sup> year ends.			
<b>MOTION</b>	Selected Katy Gottwald as PILD representative when Steve Siegelin’s term ends April 1.	<b>MOVED/2<sup>ND</sup>/VOTE</b>	Poling/Valentine/Passed

Robinson led discussion to identify monthly board meeting schedule for the year. Sharing of other Extension leadership meetings were identified to avoid any schedule conflicts. Group agreed to set monthly meets for the fourth Wednesday at 1:00 ET. Robinson will send calendar invite.

Robinson led discussion on selecting the spring meeting to be held face-to-face at the 2019 conference site DeSoto Hotel, Savannah, GA. This meeting gives the board a chance to see the conference venue and work through ideas for the agenda and activities. The group agreed on June 4-6. The meeting will be the afternoon of the 4<sup>th</sup>, all day on the 5<sup>th</sup> and the morning of the 6<sup>th</sup>. Robinson and Conference Co-Chairs will work on hotel arrangements for this meeting. Board members were asked to block calendars to attend.

#### **Important 2019 Dates – Huetteman, Poling**

Huetteman stated that committees are to have plan of work documents completed and submitted by March 1, 2019. There is a BOX account set up for all documents. Committees are to use the template available for the plan of work and post it into the Committee folder. The BOX account information and access will be shared in January.

Poling stated that budgets are also due on March 1 and are included in the plan of work. Poling recommended that all refer to the email he sent with the 2018 budget so see what was budgeted and to identify the best estimate for planned costs for 2019. If costs cross over into multiple committees, he recommends that the committees work together on what the costs would be and assign to one committee for the budget. Reach out to last year's co-chairs or Rich if any questions.

#### **Needs & Board Contributions – Robinson**

Robinson led discussion on 2019 and member thoughts on what we want board to do. She recommended that all go to website and read the constitution/by-laws, guidelines, and strategic plan.

Generation of ideas included:

Hurt - Membership Committee raised issue of membership request from 2018 for transferring membership to another person. Discussion that maybe the Membership Committee propose to board for consideration, and to check constitution/bylaws or in the operating procedure handbook to determine actions needed to be taken.

McCoy, Jones - Awards Committee continuing to build and add. They will have draft criteria for another new award and will present to board in January. Reminder from Poling that we are a private foundation. We are a charitable organization and need to give money away, we give "scholarships" not awards when we give that money.

Wolfe suggested new award for professional development. Jones indicated committee will entertain for future consideration. Robinson shared changes in JCEP Creative Excellence award. It has been awarded on organization level, then from those, an overall, national one is awarded. Now they will only give member organization \$250 to give as see fit. Can be called any title of award, but need to include that it is sponsored by JCEP. McCoy indicated eXtension fellowship conversation is still under discussion. No information for 2019 at this point.

Payne – Will update board member list on website, with photos. If anyone wants a new photo, email to Tom, [tom-payne@tamu.edu](mailto:tom-payne@tamu.edu). Also include phone number, if desired, and email. Will also set up website access based on officer or committee leadership role. Wild Apricot has set roles and titles of web administrators that we use to allow access to certain pages. This will include list of members for your region. Wolfe asked if the Regional Representatives get a notice when members join. Not currently. Poling gets information initially, then shares with Hurt and they can look at getting email sent to Regional Reps. Will look into an automatic notification, if

possible, with Wild Apricot. Payne reminded of the job posting board. Lambur will continue to be the lead on posting of that information.

Lambur – For Active membership dues, the rate, \$75, is the same no matter the time of year that it is paid. January or June, always the same. Recommended that all get in pattern to pay in January. Need to pay dues in a timely fashion to retain access to the member section of the website as an active member.

Discussion about member-only perks. Consider types of membership benefits. Private Facebook account for consideration. Maybe having special topic webinars for members only. Maybe materials that go with the webinars, presentations, PowerPoints, conference materials, etc. To be able to download, have to be member. Instant access for members for items on the website. Consider a fee for nonmembers for webinars. Use that to motivate to join membership. Maybe could use that webinar fee toward membership dues. Looking to help drive membership with this approach. Consider marketing strategies for charging fees. Focus on getting people to join. Include in webinar to recruit membership. We do capture emails of attendees. Send auto email after webinars and encourage them to join. Think about bundling, costs for members and nonmembers, but consider the time and effort needed to do all this. Marketing and Membership committees to consider these ideas.

**Final Announcements**

<b>MOTION</b>	Adjourn the December 13, 2018 Board Meeting (8:30 a.m. ET)	<b>MOVED/2<sup>ND</sup>/VOTE</b>	Lambur/Poling/Passed
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