



## AAWCC Board Meeting Oregon Gardens



July 17, 2013

**Attendance:** Melissa Aaberg (Webmaster), Lynn Irvin (VP of Fall Conference), Julie Kopet (President-Elect), Donna Lewelling (VP of Summer Conference), Cherie Maas-Anderson (Co-President), Karin Magnuson (Past-President), Carol McKiel (VP of Membership/Registrar), Deb Nicholls (VP of Records), Joanne Zahn (VP of Finance), Donna Zmolek (VP of Communications)

### CALL TO ORDER

Cherie called the meeting to order at 3:13 p.m.

### AGENDA CHANGES

Added:

- Fall Conference Schedule
- Financials - Debit Card
- Online Store
- Banner
- Fall Conference Scholarships

### DISCUSSION ITEMS

**Fall Conference Schedule** - Lynn distributed copies of the 'draft' schedule-at-a-glance.

**Approval of Minutes** - Julie's motion to *approve the minutes dated April 19, 2013 and June 25, 2013, as amended*, was seconded by Donna L. Upon call for the vote, the *motion passed unanimously*.

**President's Report** - No report.

**Past-President's Report** - No report.

**Financial Report** - Cherie distributed copies of the financial statements at the meeting. Discussion occurred on the \$20,000 CD that comes due August 4. JoAnne to research viable options and bring a recommendation back to the Board. Julie will also inquire with her husband as he's a financial advisor.

- **Credit Card Processing System** - Research still needed.
- **13-14 Budget** - Cherie distributed copies of the proposed 13-14 budget (\$45,675). Julie wants to do a retreat in January or February. If it occurs in the 'off season' we can do the beach house again.

Donna L. mentioned that the summer conference expenses were coming in approximately \$1,500 more than budgeted due to food costs. Cherie added that we spent \$924 in scholarships for 11 people and agreed to pay the Rogue person's lodging. (\$3,500 was budgeted.)

Adjustments were made as the \$1,700 paid to national was omitted.

Karin's motion to *approve the 13-14 Budget, as amended*, was seconded by Lynn. Upon call for the vote, the *motion passed unanimously*.

- **Debit Card** - JoAnne stated that she had not received it. Cherie to research its status.

### Summer Conference

- **Registration Process** - Donna L. noted that 139 were registered and she set the room for 136. Registration will be in lounge area this year to alleviate the bottleneck near the doors. The menu is the same as last year. She has name tags and lanyards, but they aren't assembled yet. It was noted that one of the speakers (Cara Lee) would need a \$200 check. Cara requested a couple of 'professional' photographs and an official thank you letter from the Chapter. Donna L. added that she put together a gift basket for the door prize and that the winner of the lunchtime scavenger hunt would receive a solar garden light. She spent around \$100 on the giveaways and candy.

Carol mentioned that registration had gone well with only four unpaid. However, the trading of spots was very confusing.

Discussion occurred on "P Cards" (Procurement Cards) as there were inquiries on whether attendees could use them. They are like a credit card. They will be accepted in the future as a form of payment.

PayPal fees were mentioned. Cherie and Melissa indicated that if the Chapter applies for a "business" account with the company the fees would be less.

### Membership Report

Carol reported that membership was up!

### AAWCC Swag

Cherie shared items in inventory (t-shirts, lapel pins, bags, water bottles, pens). Discussion occurred on whether to continue to sell items and if new items should be ordered. It was determined that no new items would be ordered and that the current inventory would be sold at Fall Conference, saving water bottles for future OILDs.

- **Online store** - A brief discussion occurred on adding an online store to sell the SWAG to the website. The following items could be added to the store as well as listed on event registrations for pre-ordering. Complex selling/shipping is not wanted. Recommendation to make deliveries at events – not shipped was made. Pre-orders on event registrations would help to gauge demand.

It was suggested that schools interested in items should contact Cherie. *JoAnne and Melissa volunteered for the SWAG Subcommittee.*

- Pins - \$5
- Water Bottles - \$10
- Bags - \$10
- T-Shirts - \$10

**Banner** – The banner has not been located. Jan to check with Denise Swafford (Rogue) to see if she has it from last year. If we have to order a new one, Cherie would like to research a lighter weight one like used in tradeshow displays. A couple of them could be purchased as they could be used in various places during events.

*Julie, Karin, JoAnne and Deb volunteered for the Banner Subcommittee.* Julie to research a local company in the Portland area; Deb to research the company SWOCC uses for their recruiting displays.

### **OILD Report**

Cherie reported that the event netted \$1,500. Lynn reported that most of the colleges were represented and that Oregon Coast was provided a scholarship. It was noted that OILD scholarships should be limited. Discussion occurred on future scholarships being used to entice attendees from the non-represented colleges (Blue Mountain, Columbia Gorge, Klamath Falls, Tillamook Bay). A letter could be sent to non-attendee schools inviting them to participate. It was noted that some of these non-attendee schools don't actually need scholarships as they will pay for their people to attend – they just need encouragement to do so. To help clean up the process, next year's PCC registrations will all go through Cherie as there was a misunderstanding on how many representatives each campus could send.

Cherie to send Carol the OILD participant list for updating the membership list.

In the future, letters will be sent to the presidents, with one going to each campus president at PCC. Cherie to review the letter, making wording suggestions for PCC recipients.

Jan indicated that the program went well and bonding occurred with many attendees excited about the possibility of attending Fall Conference.

### **New Recruits/Volunteers**

There may be some from OILD.

Board members were encouraged to view Mt. Hood's website where they announced the two employees being sent to OILD. It was a nice write-up that could be used as a template for PR at other campuses.

### **Board Elections**

- **Positions/Officers**

It was announced that Carol had been successfully recruited as President-Elect, which leaves the VP of Membership position vacant. However, it was clarified that she would continue processing registrations through Fall Conference.

- **Open Positions**

- VP of Communications
- VP of Membership
- At-Large Special Projects (2)
  - Photographer, Online Store, and/or Campus Compacts
- At-Large Registrar
- At-Large VP of Sales/Marketing

➤ Next year's ballot will include the VPs of Records and Summer Conference positions.

The importance of targeting individuals that meet the Board's needs and also build on people's strengths was mentioned.

The Executive Committee consists of the President-Elect and the incoming President.

Discussions occurred on potential Board members:

- Erika Coker (Chemeketa) – May be good for Membership; Lida Herburger (Lane); Donna Larsen (Clatsop); Luna Lacey (Lane) – It was suggested we work on her to attend OILD next year, she may be good for a future Registrar – not next year though; Heather Arbuckle (Clackamas); Lisa Reynolds (CCWD) - Would also be good for Registrar, but timing may not be good right now as she's really busy; Heather Price (Mt. Hood) – Interested in assisting and would be great at Membership or Registrar; Sydney Eustrom (Mt. Hood) – Would be good, but just got a new job; Holly and Bonnie (Rogue) - Have both been recommended.
- The Board was encouraged to share names of potential members with Julie.

**Potential By-Law Changes** - Discussion occurred on amendments.

- **Changes in Board Position Descriptions**

- **VP of Membership** (update of membership listing based on conference attendees, coordinate event volunteers)
- **At-Large Registrar** (market events and process registrations)
- **At-Large Special Projects**
  - **Photographer**
  - **Archivist?**
- **Past-President**

- **Photographer** – Discussion occurred on adding a Photographer position.

- **Titles for Past Presidents and Past Board Members.** “President Emeritus” and “Board Emeritus” were suggested.

**Fall Conference Scholarships from State Board**

During the January Retreat, Chapter Development Scholarships were awarded to Southwestern (six) and Clatsop (four). For budgetary purposes, the numbers were adjusted to:

- Southwestern - Four registrations; two rooms (double occupancy)
- Clatsop – Two registrations; one room (double occupancy)

Deb explained that SWOCC is selecting scholarship recipients through an application process. Deb to share the application with JoAnne for Clatsop's possible use.

### **Newsletter**

Donna reported that she was still compiling items for a future newsletter as she's striving for a Fall Conference dissemination!

### **Website**

Melissa shared the look of the 'new' website and noted that she'd be making it live after Summer Conference as Cherie needed to review some of the attachments for Fall Conference first. It was noted that Fall registration would go live on the website next Wednesday.

### **Photo Updates – OILD, Summer Conference**

Work was done at the Retreat to clean up the photo archive. Unfortunately, it didn't save properly so more work needs to be done. Discussion occurred on whether there should be a position to collect photos and post them to Flickr, etc.

***Melissa volunteered for the Special Projects Photographer position.*** Board members were encouraged to spread the word and have people send her photos. It was mentioned that she may need a backup external hard drive!

***Melissa, Jan, JoAnne and Carol volunteered for the Photo Archive Subcommittee*** to assist in the clean-up of the photo archive.

### **FALL CONFERENCE (November 7-8, 2013)**

Lynn distributed copies of the 'at-a-glance' schedule earlier in the meeting that will be posted to the website immediately. She's working on finalizing speaker contracts and mentioned that some of the speakers have indicated that they want to stay for the entire conference. Gwen Trice wants to do a workshop and Allatia has requested ideas on what to speak about. Lynn provided the conference theme – *“Reboot, Refresh, and Restore: Igniting Your Potential.”*

Cherie and Lynn reported that they negotiated the food contract down to \$10,000 or \$10,500.

The block of lodging rooms still need to be finalized and then will be posted on the website for attendees use. It was suggested that people get their rooms early as they fill quickly!

### **Other**

### **ADJOURNMENT**

The meeting was adjourned at 5:30 p.m.

## **NEXT MEETINGS**

September (TBD, if needed)

November 6, noon @ Fall Conference Location (Embassy Suites in Tigard)