

**EWTG Board of Directors Meeting Minutes**  
**Wednesday, June 21, 2023**  
**5:30 – 7:00 PM**  
**Zoom Meeting**

1. Segue – Theresa McShan called the meeting to order at 5:38 pm.

Board Position	Name	Present
01. President	Theresa McShan	x
02. President-Elect	Coleen McCarthy	x
03. Vice-President	Jessica Escobar	x
04. Financial Officer	Catherine Crago	x
05. Secretary/Treasurer	Shannon Creekmur	x
06. Affiliates Director	Alsie Bond	x
07. Communications Director	Karen Howard	
08. Program Director	Sarah Melecki	x
09. Mini-Course Director	Rashida Broussard	
10. Public Relations Director	Melissa Hield	
11. Membership Director	Tamala Fletcher	x
CMP Management	Brandon Glaser	x
CMP Management	Lauren Ramsey	
CMP Management	Melanie Bowman	x
Guest: Past President	Regina Durden	x
Guest:		

2. Approval of Minutes: Brandon Glaser presented the May Minutes. One correction had been made to correct a name spelling. Tamala Fletcher made a motion to accept the May Minutes as presented. Coleen McCarthy seconded the motion. All approved.
3. [EWTG Board and Committee Calendar](#)
- a. Coleen shared that monthly Strategic Planning Meetings have been added. Mentorship Meetings are still pending.
  - b. Tamala volunteered to update Membership Committee dates.
4. [EWTG Scorecard](#)
- a. Scorecard review revealed that the number of members on each committee needs to be completed. Coleen suggested that this should happen monthly so there is an accurate record of attrition and new committee members. Theresa requested that the July Board Meeting be attended by all Committee Chairs to support this communication.
  - b. Alsie Bond emailed Brandon some revisions of Affiliation member. CMP will update the Scorecard.
5. President’s Update:
- a. Kelly Gray, Director of Marketing with Texas Conference for Women contacted her by email with a proposal to partner. Theresa is forwarding it to the Board for review.
  - b. Catherine Crago forwarded an email to Board from Wendy Dalwin with Govt Innovation Texas (Oct Conference) They are interested in partnership discussion as well. Brandon shared that this was an ‘Old

Business' topic. Jessica Escobar shared that they also reached out to EWTG conference email. Jessica replied and there has been no response.

6. Financial Officer Report:

- a. Catherine Crago noted that work has been focused on annual audit and financial review procedures. The bylaws require an annual audit. Two options: Hire CPA for audit or Hire CPA to do financial review and tax filing. Non-profits submit 990 tax filing. Allman and Asso CPA is currently engaged in 2023 for financial review. Meeting planned for Friday, June 23 with Justin from CMP to consider options as well as the bid process for CPA. Brandon and Shannon will be in attendance as well. Others are welcome to attend, but comprehensive notes will be added to the Finance Committee Task List in SmartSheet.

7. Treasurers Report: Shannon Creekmur reported on the May financials. Total Assets: \$631,0752.45. Total Checking: \$194,545.62. Total investment account: \$436,526.83. Total income: \$6,185.00. Total expenses: \$49,563.28. Theresa reports a bill submitted for her signature. Brandon asked that she forward to him as he does not recall any bill requiring signature. Coleen McCarthy made a motion to accept the May financials. Shannon Creekmur seconds the motion. The motion carries.

8. Director Reports –

- a. President-Elect/ Strategic Planning Committee Chair – Submitted article to Karen yesterday. Revision to June newsletter upcoming. Strategic planning has been divided and assigned within the committee. Monthly meetings planned to review smart goals and then recommendations will be presented to the Board for consideration. Met with Brandon and discussed ESTs. Last year's report shows 4 ESTs but unsure if this is accurate. Suggest planning a virtual information meeting to promote ESTs this year and plan a bigger event for ESTs early next year. Scholarship ideas were submitted to Ruth Jadeja, Scholarship Chair. Shared that "Leadership Women's Pipeline Program" (one-day virtual event) could be awarded to newer members to EWTG.
- b. Vice President/Conference Committee Chair – Jessica Escobar expressed appreciation to CMP for support. Call for presentations went out. 7 already received. Currently July 7 deadline. This could be extended if more presenters are needed. Jessica shared the process for determining number of presenters and ensuring quality content. Sponsorship levels were reviewed and have been streamlined. Looking for ways to get members more engaged and connected in community service. An idea of creating a break-out session presented by past WOTY recipients as a Q&A model that would allow them to share their path to WOTY. If Breakout session, speakers would get complimentary registration. A social media graphic will be available in the newsletter for the Board to promote WOTY. Catherine inquired about registration fees for the conference. Brandon commented that fees are still under discussion. Jessica shared the format for WOTY luncheon with additional networking opportunities. Jessica will inquire about the date for conference Save the Date.
- c. Affiliates – Alsie Bond shared that committee has downsized but still active with focus on San Antonio, Fort Worth, Dallas and Houston chapters. Houston still has interest in reviving. Wondering about the effectiveness of email contact due to non-responses. Direct calling to be implemented to engage. Considering media support with PSAs to promote attendance. Brazos Valley membership drive in August. Only one active affiliate at this time.
- d. Communications – No report.
- e. Membership – Tamala Fletcher shared that an event is being considered for Easy Tiger venue in mid-July with info coming out soon. Considering hosting a recap of mini-session by Zoom on the Thursday

following the course. 'Membership Moment' at the conference. Letters to new members were sent from the Committee. Recipient of gifted membership reports a delay in start of benefits. New member requesting an extension of one month due to delayed receipt of membership. Personal letters will be sent at renewal time to continue to grow membership through retention.

- f. Programs – Sarah Melecki shared our first in person program of the year next week. On track for success but low registration as of the end of last week. Social media was expected but not yet posted. Requests additional email blast from CMP as well as Board sharing in EWTG LinkedIn, other social media, and professional contacts. Topic is "Survivors as Leaders". Coleen requested that Sarah share social media graphics with Board.
- g. Mini-Course – No report.
- h. Public Relations – Catherine Crago shared Melissa Hield's emailed notes- WOTY planning on track. (emailed notes)
- i. Past-President/Nominating - Regina asked Board Members to consider their current and other position opportunities they may want to explore in their 3 years. Nominations begin in August for next year. Share with other professional women and encourage them to apply. Info will be included in the newsletter this month. Refer interested candidates to Regina. Theresa encourages to be growing members from Committees for leadership opportunities.

#### 9. New Business –

- a. Updated Conference Sponsorship levels shared by Jessica Escobar. More concise sponsor levels with tangible benefits to sponsors and EWTG. These should entice sponsors. Hoping to bring in great vendors for Bazaar. A variety of vendors for allotted space will be recruited. Catherine Crago inquired about a custom sponsorship for 10-15K. Coleen shared that Leadership Women usually do 5K. Jessica encouraged high dollar sponsors to be forwarded to her committee. Jessica Escobar made a motion to accept. Tamala Fletcher seconded. Motion passed.
- b. A typical Dec luncheon is scheduled just a week after the conference. Board indoctrination typically happens at this lunch. Brandon proposed we do this at the conference to avoid luncheon so soon following conference. Coleen suggested doing the luncheon in November. Theresa suggested January to share knowledge from outgoing to incoming Board members. Brandon suggested that outgoing Board members may not be able to participate after their position has ended. Coleen shared that Committee Chairs would also benefit from a similar share of knowledge opportunity. Brandon suggested transitioning earlier than January to support and avoid absentee outgoing members participating. Further discussion at next Board Meeting.

#### 10. Old Business –

- a. Catherine Crago attended Government Innovation Texas conference in Oct '22 with focus on digital transformation of services. Attended panel and shared EWTG flyers. Wendy Dalwin was a contact from the event. Possible partnership exploration. Catherine forwarded an email with information for the Conference Committee to consider.

#### 11. Conclude / Adjourn – The meeting was adjourned by consensus at 6:55 pm.

#### **Action Items:**

- Tamala Fletcher Update Membership Committee dates on Committee Calendar
- CMP Input the # of known Committee Members on the Scorecard

- CMP Send email to all Committee Chairs to update member numbers in the Scorecard and also encourage them to attend the Board Meeting in July.
- Committee Chairs – Update Scorecard Smartsheet with number of members monthly
- Theresa McShan – Forward attached email attachment from Kelly Gray to Board for review (It was not attached to original email).
- CMP – Follow up with Board Members in one week on Tx Women’s Conference and get feedback
- Theresa McShan – Forward bill received from Bill.com to Brandon for review
- Brandon – Review and process Bill.com as needed
- Karen Howard Sherice Williams – Post next week’s Luncheon on LinkedIn and other social media asap
- CMP – Email blast reminder for June 28 Luncheon
- Sarah Melecki – share media graphic digitally with Board for June 28 Luncheon
- Ruth Jadeja – Share “Leadership Women’s Pipeline Program” with Scholarship Committee
- Brandon – Consult with Lauren on Conference Registration pricing
- Brandon – Inquire about 1 month extension to gifted membership to July instead of June