

EWTG Board of Directors Meeting Minutes
Wednesday, July 19, 2023
5:30 – 7:00 PM
Zoom Meeting

1. Segue – Theresa McShan called the meeting to order at 5:33 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	
07. Communications Director	Karen Howard	
08. Program Director	Sarah Melecki	x
09. Mini-Course Director	Rashida Broussard	x
10. Public Relations Director	Melissa Hield	x
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	
Guest:		

2. Approval of Minutes: Brandon Glaser presented the June Minutes. Two edits were made based on feedback. Jessica Escobar made a motion to accept the June Minutes as presented. Shannon Creekmur seconded the motion. All approved.
3. [EWTG Scorecard](#) - No discussion
4. [EWTG Board and Committee Calendar](#) – No discussion
5. President’s Update:
- a. Theresa McShan spoke with Kelly Gray, Texas Conference for Women, as they are inquiring about an EWTG partnership (proposal discussed). This could provide opportunities to network with a broader audience or potentially secure national speakers. Catherine Crago inquired about the benefits for EWTG. Jessica Escobar contributed that attendees from Texas Conference for Women will not necessarily be interested in EWTG as most will not be working in Texas government. She also shared concern that promoting their conference in comparison to EWTG Conference. Catherine Crago feels that demographics of EWTG differ with a greater number of decision-makers. Shannon Creekmur shared they had also reached out to Austin Junior League, so they are obviously seeking to grow partnerships, but EWTG is a different audience. Coleen McCarthy suggested that since they have additional financial means, they could actually be a sponsor for EWTG Conference. Catherine suggested that future revenue sharing might be preferable to promote EWTG membership. Jessica inquired about potential financial

impacts from CMP (Open rate/Click Through Rate) if revenue sharing is pursued. Brandon Glaser shared that this was not part of the current CMP Scope of Services, but this could be reassessed if needed. Catherine expressed interest in use of metrics to track positive impacts of this partnership and would like to know if TX Conference for Women could track these metrics. Jessica is concerned that this could be labor intensive for the ROI and suggested reviewing in the future. Theresa asked Board Members to create a list of questions they would like to submit to Texas Conference for Women for possible partnership in next year. Theresa will respond to Kelly Gray and decline for a partnership for this year and ask to reassess in the future.

- b. Request Newsletter Profiles for all Chairs and Committee Members
 - a) May spur membership and future leaders
 - b) Brief Bio and headshot
 - c) Theresa will send requests to committee members and timeline for submission
- c. Succession planning for BOD
 - a) Board Members should already be considering potential leaders to replace if term is up.
 - b) There will also be a Nomination Committee as well
 - c) All positions will be open except President and President-Elect

6. Financial Officer Report – Catherine Crago

- a. Financial Audit vs. Audit
 - a) ANSI Accreditation and standards require non-profits to have a substantive Board review to determine whether a Financial Review or Audit is needed. Finance committee will send information about each of these options to the Board prior to next meeting, so that an informed decision can be made.
 - b) Information on the differences between Review and Audit to be share with BOD and request discussion at August BOD meeting

7. Treasurers Report – Shannon Creekmur

- a. Balance Sheet and Profit & Loss Reviewed
- b. Current expenses outweigh expenses at this time as expected due to conference costs.
- c. Tamala Fletcher made a motion to approve. Shannon Creekmur seconded. Motion carries.

8. Director Reports – Postponed for IDS

- a. President-Elect/ Strategic Planning Committee Chair – Coleen McCarthy
 - a)EST info shared earlier. No other report.
- b. Vice President/Conference Committee Chair –Jessica Escobar
 - i. Call for Proposals closed July 7 with 36 proposals. Only 11 spots to fill. 12th spot is a past WOTY panel discussion. Proposals will be screened and plan to complete by end of August.
 - ii. Monique met with proposed Keynote Speaker (Non-Profit rate of \$2,500+ 1 night lodging + book sales)
 - iii. Call for volunteers is continuing.
 - iv. Kynthia Brooks should be the contact for leads and sponsors to avoid duplication and ensure branded messaging.
 - v. Call for Exhibitors/Sponsors (10 spaces)
 - vi. Philanthropy team to begin brainstorming for conference event
 - vii. EWTG specific SWAG in development

- c. Affiliates – Report attached to Board Agenda.
- d. Communications – No report
- e. Membership – Tamala Fletcher
 - I. Membership Audit was shared from CMP
 - II. Tamala asked that Committee Chairs confirm all members are current EWTG members.
 - III. Next month direct communication will follow if still expired.
- f. Programs – Sarah Melecki
 - i. June In-Person luncheon was great success and members hosting tables worked well with great feedback.
 - a. \$1,400 expenses; \$2,600 still in budget
 - ii. Possible Chez Zee for holiday luncheon (more centrally located)
 - iii. August 23 luncheon with presenter Lieutenant Colonel Lataya Hawkins, 33 years US Army
- g. Mini-Course – Rashida Broussard
 - i. Pending August mini-course content
 - a. Jessica Escobar volunteered to present the mini-course in August
 - ii. Congrats to Sarah Melecki for an outstanding job presenting at the TX Health & Human Service Institute this week
- h. Public Relations – The PR Committee met with Brandon and Melanie to discuss WOTY web page updates and promotion. The deadline for WOTY nominations is September 5. See the PR Board Report for more details.
- i. Past-President/Nominating - No report

9. Old Business

- a. Govt Innovation Texas – Catherine Crago
 - i. Theresa McShan has a meeting with Wendy Dalwin July 20th to discuss.

10. New Business

- a. 2024 Board Indoctrination Planning
 - i. Options for time/venue
 - 1. Discussion revisited from June Board meeting where a date change was suggested due to the close time proximity to conference (Dec 3-4)
 - 2. Consensus is to keep luncheon on December 13th as originally planned.
- b. WOTY
 - i. Melissa Hield shared that promotion will begin soon. Met with CMP earlier this week to discuss website updates.
 - ii. Banner and promo video in development.
 - iii. Two judges secured and working on third judge
 - iv. Sept 5th Deadline for submissions
 - v. Info to be included in newsletter in early August
 - vi. WOTY to be announced at the December luncheon Dec 13
- c. PR Committee have discussed the EWTG website. They are proposing that PR Committee bring a proposal to create an adhoc committee to explore website updates at the August Board meeting
 - i. Jessica inquired about the CMP process for developing web page designs

ii. Your Membership, YM, is the website platform. If the layout or theme needs to be changed, we would coordinate the conversation between YM and EWTG to determine packages and price options. There are costs associated with design changes.

1. Editorial changes can be requested at any time are just emailed to CMP@EWTG.ORG and these can be completed on an on-going basis.

a. Executive Success Team - EST Planning – Coleen McCarthy

i. Committee conferring on ways to promote ESTs and help membership better understand.

1. Virtual Information meeting toward end of August 29 from 12-1 pm

a. EST to be promoted in newsletter, social media, website, email, possibly flyer at conference, mini-courses, and luncheons.

2. Tamala Fletcher suggested Membership Committee to partner on this effort.

11. Conclude / Adjourn – The meeting was adjourned by consensus at 6:46 pm.

Action Items:

- Theresa McShan will send requests to committee members and timeline for submission of short bio and headshot photo
- Catherine Crago, Finance Committee, will send information to BOD prior to next meeting to be reviewed pertaining to Financial Reviews vs Audits.
- Catherine Crago – Provide Justin Heyman, CMP, a list of question to submit to Allman Asso, CPA, prior to scheduling an invite to BOD meeting
- Lauren Ramsey- Board Indoctrination Luncheon will remain on Dec 13
- Melissa Hield and PR Committee to submit proposal at Aug Board meeting regarding website updates