

**EWTG Board of Directors Meeting Minutes**  
**Wednesday, March 20, 2024**  
**5:30 – 7:00 PM**  
**Zoom Meeting**

1) Segue – Theresa McShan presided and called the meeting to order at 5:34 pm.

Board Position	Name	Present
President	Theresa McShan	x
President-Elect	Coleen McCarthy	x
Vice-President	Yvonne Campos	
Financial Officer	Shannon Creekmur	x
Secretary/Treasurer	Terri Peirce	x
Affiliates Director	Bobbie Lehrmann	x
Communications Director	Sarah Melecki	x
Educational Events Chair	Poornima Siddapur	x
Program Co-Director	Kynthia Brooks	
Program Co-Director	Tricia Schulze	x
Mini-Course Director	Rashida Broussard	x
Public Relations Director	Jennifer Dormer	x
Membership Director	Tamala Fletcher	x
CMP Management	Becky Gray	x
CMP Management		
CMP Management	Melanie Bowman	x
Guest: Past President	Regina Durden	x

- 2) Approval of Minutes: Becky Gray presented the February 2024 Minutes. **Shannon Creekmur made a motion to approve the February Minutes as presented. Jennifer Dormer seconded. No discussion. The motion carried.**
- 3) [EWTG Board and Committee Calendar reviewed.](#)
  - a. All committee chairs to update on an ongoing basis.
- 4) [EWTG Scorecard - Coleen McCarthy](#)
  - a. The Scorecard was reviewed.
- 5) President’s Update- Theresa McShan
  - a. Participated in the Membership Committee meeting this month. Please send invites to various committees to Theresa McShan. Awaiting info on conference dates to schedule the speaker.
- 6) Financial Officer Report – Terri Peirce
  - a. February financials were reviewed. Balance Sheet and Profit & Loss Statement were reviewed.
  - b. Request credit card invoice and bank statement monthly.
  - c. **Tamala Fletcher made a motion to approve February financials. Shannon Creekmur seconded the motion. No discussion. Motion carried.**
- 7) Old Business
  - a. None
- 8) New Business
  - a. Board Member Reimbursement Form
    - i. <https://app.smartsheet.com/b/form/866c89d16e7344d3a4afbcd11fe5c28c>

- ii. This new form replaces the previous reimbursement Excel form.
  - b. EWTG Board Documents
    - i. <https://app.smartsheet.com/sheets/6WqhjhRjX9mr5X4r4rWPg64X2hF7fhCMggP2rRp1?view=grid>
  - c. EWTG 2024 Theme Graphic
    - i. #2 Graphic was the overall choice from the Board vote for the 2024 theme graphic.
  - d. Social Media management software (currently Hootsuite)
    - i. Auto-bill Hootsuite on 2/16/2024 for \$1,266.40.
    - ii. Loomly is another option with a standard plan of \$720/year.
    - iii. Research other options prior to renewal planned for end of 2024
    - iv. **Sarah Melecki made a motion to approve the payment to Hootsuite for \$1,266.40 for the 2024 annual subscription. Bobbie Lehrmann seconded the motion. No discussion. Motion carried.**
- 9) Director Reports –
  - a. President-Elect/ Strategic Planning and Mentorship Committee Chair – Coleen McCarthy
    - i. Coleen McCarthy has joined the Community Service Committee.
    - ii. The first EST event of 2024 is being held 3/26/2024. There will be breakout rooms to allow attendees to learn more about specific ESTs.
    - iii. The Strategic Planning Committee will be reviewing committee reports bi-annually to monitor progress towards the Strategic Plan goals.
  - b. Vice President/Conference Committee Chair –Yvonne Campos
    - i. Theresa McShan will be a panelist at a Zonta event 3/24/24 in Bastrop.
  - c. Affiliates – Bobbie Lehrmann
    - i. Collaborating with San Antonio potential members to revitalize a San Antonio chapter.
    - ii. April 24, 2024 – Brazos Chapter In-Person meeting planned. Email and social media marketing planned.
  - d. Communications – Sarah Melecki
    - i. Today is the deadline for newsletter articles.
    - ii. LinkedIn analytics reviewed. Increase in engagement this year.
    - iii. The committee is open to creating communication images as needed.
    - iv. Proposed updates to the EWTG Social Media Policy to be presented at the May Board Meeting.
  - e. Membership - Tamala Fletcher
    - i. A committee meeting was held at the beginning of March.
    - ii. A Membership Event is being planned for April/May. Options being explored for venue.
    - iii. Jennifer Dormer is reaching out to new members to support engagement.
    - iv. Zonta event - International Women’s Day Brunch at the Hyatt Lost Pines Resort- March 24, 2024. Contact Tamala Fletcher for tickets.
  - f. Mini-Course – Rashida Broussard
    - i. Mini-Course was held in March.
    - ii. April Mini-Course speaker will be Theresa McShan.
    - iii. EWTG Program and Mini-Course Task Force tomorrow at 12: 15 pm.
  - g. Programs –Tricia Schulze
    - i. March 27 program – Regina Durden facilitating the panel discussion.
    - ii. Kynthia Brooks is researching future programs related to trauma.
  - h. Public Relations – Jennifer Dormer
    - i. Met with Melissa Hield and Chan McDermott to discuss Woman of the Year planning.

- ii. Recruited one new committee member this month.
  - iii. Jennifer Dormer will have access to the State of Texas Agency Directory. Goal to reach out and promote membership and conference participation.
  - i. Scholarships- Ruth Jajeda
    - i. No new scholarship applications in quarter 1.
    - ii. The updated scholarship application is being added to the website.
- 10) Conclude / Adjourn – **The meeting adjourned by consensus at 6:31 pm.**