

EWTG Board of Directors Meeting Minutes
Wednesday, June 19, 2024
5:30 – 7:00 PM
Zoom Meeting

1) Segue – Theresa McShan called the meeting to order at 5:43 pm.

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

2) Approval of Minutes: Melanie Bowman presented the May 2024 Minutes. **Discussion: One correction - Second page, item e, “Ladies of the Pink Granite Building.” Tamala Fletcher made a motion to approve the May Minutes. Jennifer Dormer seconded the motion. The motion carried.**

3) [EWTG Board and Committee Calendar reviewed.](#)

a. Reminder to update the calendar on an ongoing basis.

4) [Annual conference discussion](#)

a. Discussion about the 40th annual EWTG celebration. Theresa visited with Claudia Stravato (formerly Deputy Comptroller of Fiscal Affairs – Comptroller of Public Accounts).

b. Claudia will be attending the 40th celebration. She is one of the EWTG founders. She is a potential speaker for the morning.

i. Yvonne and Theresa will discuss Claudia’s participation as a speaker.

c. A search is underway for a keynote luncheon speaker.

i. Discussion – adjustments made to schedule to allow time for both networking at lunch (approximately 30 minutes), an hour for the keynote speaker and transition time between sessions.

ii. There is a preference for a female luncheon speaker.

d. Discussion about conducting the 3rd session in the main ballroom as opposed to a breakout session – a keynote presenter or consider a panel discussion. Will wait to review proposals to decide on format for the 3rd session.

- e. Photographer – recommendation to comp registration for someone who volunteers for the photographer role. Meals will be provided to the volunteer.
- 5) [EWTG Scorecard - Coleen McCarthy](#)
- a. The Scorecard was reviewed. Committee chairs were reminded to update the number of committee members each month on the Scorecard.
- 6) President’s Update- Theresa McShan
- a. No report
- 7) Financial Officer Report – Terri Peirce
- a. Reviewed the May budget vs actual report. The first column is what has been spent. The second column is the approved budget.
 - i. Communications will be over due to the Hootsuite payment.
 - b. Reviewed the balance sheet.
 - i. Discussion about the Houston affiliate funds. There is approximately \$5,000 in that account.
 - 1. Check to see if CMP is an authorized signer for that account. This was to allow options to close the account when it is no longer active/dormant.
 - 2. Membership report indicates there are active EWTG members in Houston.
 - c. Janus is up 2% overall.
 - d. No significant expenses for the month of May.
 - e. Terri requested access to the Wells Fargo savings, checking and credit card statement. Reports that were shared were not statements directly from the bank and/or the credit card. The preference is to have visibility / access directly into those accounts.
 - i. The Treasurer does have signature authority for the accounts.
 - f. Affiliate accounts – consider easier and more efficient process for setting up and managing affiliate accounts to allow for transitions/changes in responsibilities.
 - g. May financials were reviewed. The Balance Sheet and Profit & Loss Statement were reviewed.
 - h. Tamala Fletcher made a motion to approve May financials. Coleen McCarthy seconded the motion. No discussion. Motion carried.**
- 8) Old Business
- a. NA
- 9) New Business
- a. Potential Write-Offs from 2023 Conference –Melanie Bowman. These are not payments. All three are unpaid balances.
 - i. Jules and Co - \$200 (did not have booth at conference and has requested not to be charged)
 - ii. Yvonne Cobb, Takeaway Tax - \$400 - No response despite numerous collection attempts. Had a booth at the conference.
 - iii. Emily Ortiz-Wheeler - \$325 - Non-member registrant. Unsure if she attended. Emily had two registrations in her name. There was an email from her cancelling her registration. The speculation is she did not realize she had registered twice.
 - iv. **Coleen McCarthy made a motion to write-off the 3 non-paid bills as presented. Tamala Fletcher seconded the motion. No discussion. Motion carried.**
 - b. Woman of the Year Timeline and Promotion – Jennifer Dormer
 - i. Notice requesting nominations will be sent 7/1/2024.
 - ii. There is substantial progress on the promo video. This will be shared with the committee members. It is 4 minutes long. The charge is \$200 for this work.
 - iii. The questionnaire was reviewed and approved.

- iv. Nominators are being encouraged to visit with the nominees to complete the form.
- c. Member Survey – Coleen McCarthy
 - i. Reviewed on Monday, 6/17, at the Program/mini-course task force meeting. Some edits were made to solicit feedback from both members and non-members.
 - ii. Developing plans for distribution (e.g., social media, email blast, etc.)
- d. Social Media Policy – Sarah Melecki
 - i. Request to align emails and social media posts for communication purposes.
 - ii. The goal is to highlight what can be done with social media and describe a framework for interacting with 3rd party accounts.
 - 1. Reviewed accounts that can be followed.
 - 2. Assumption: If an individual is representing EWTG (presenting or acting in membership role), it is ok to interact with that account.
 - 3. Assumption: Consent is given to post if an individual posts about EWTG.
 - 4. Clarified role of Communications Director and when to escalate to the board.
 - iii. Next steps: Send draft to full board and plan on voting to approve at the July board meeting.
- e. Conference registration
 - i. The goal is to open registration prior to the end of the current fiscal year. This may allow some organizations to register using current fiscal year funds (which ends 8/31/2024).
 - ii. Some organizations / agencies cannot “pre-pay” – pay for attendance at an FY25 event with FY24 funds.

10) Director Reports –

- a. President-Elect/ Strategic Planning and Mentorship Committee Chair – Coleen McCarthy
 - i. June and July newsletter articles submitted.
 - ii. Two new ESTs started – project management and Shooting Stars.
 - iii. Bylaws subcommittee.
 - 1. Changes being reviewed for membership, meetings, programs and mini-courses. All changes will be shared with the Board.
 - 2. The decision was made not to pursue the idea of an executive committee
 - iv. Prepared a summary of the strategic plan and a mid-year review. This is an opportunity to review and assess the strategic plan and any potential changes that may need to be discussed. An additional review will be conducted at the end of the year to prepare for 2025.
- b. Vice President/Conference Committee Chair –Yvonne Campos
 - i. Conference planning committee meetings will resume in July.
 - ii. Allie Yoder is no longer with CMP. Lindy Jordan with CMP is the lead for the annual conference planning at this time. A tour is being planned of the Renaissance.
 - iii. Include Terri in conference planning meetings.
 - iv. Community Service: There will be a backpack drive in August with “Any Baby Can.”
 - v. Continuing efforts to recruit conference planning committee members.
 - vi. Discussion about swag/giveaways – this is frequently a function of a sponsorship. It is also an option to reach out to contacts now and request donations. The goal is 800.
- c. Affiliates – Bobbie Lehrmann
 - i. No report
- d. Communications – Sarah Melecki

- i. The team is going to create communication templates (e.g., EST, membership, etc.) to help with turnaround time. Image creation does require considerable time to create.
 - ii. Continued concern about the duplication of emails to members. This does not present well to the membership.
- e. Membership - Tamala Fletcher
 - i. Boggy Creek was a success with 24 registered and 14 attending. The cost was approximately \$100 for EWTG.
 - ii. Partnering with Ladies of the Pink Granite Building. This is an organization of women working at the capital. Partner with them for one event to present at a mini-course and a joint event to promote membership in both organizations.
 - iii. Drafting an email to encourage current and former members to join EWTG at the annual conference.
 - iv. There is a decline in membership. EWTG lost ten members in the last month – members who did not renew.
 - v. EWTG-To-Go: Visit different state agencies to promote EWTG. The format being considered is a lunch and learn.
 - 1. Consider a virtual format since many employees have not returned to the office.
- f. Mini-Course – Rashida Broussard
 - i. No report
- g. Programs –Tricia Schulze/Kynthia Brooks
 - i. No report
- h. Public Relations – Jennifer Dormer
 - i. WOTY
 - 1. Judges are being recruited for WOTY.
 - 2. General consensus is that the WOTY should be a current EWTG active member. This is not clearly defined and caused discussion about those criteria.
 - 3. Assessment/judging will occur from 10/1 – 10/31.
 - 4. The nominee form does request contact information for the family.
 - 5. The intent is to have a videographer for the 2024 WOTY.
 - ii. Agency heads
 - 1. Creating communications to send to agency heads to announce annual conference.
- i. Scholarships- Ruth Jajeda
 - i. No report

11) Conclude / Adjourn – **The meeting adjourned by consensus at 7:10 pm.**