

EWTG Board of Directors Meeting Minutes
Wednesday, July 17, 2024
5:30 – 7:00 PM
Zoom Meeting

1) Segue – Theresa McShan called the meeting to order at 5:33 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	
Public Relations Director	Jennifer Dormer	x
Membership Director	Tamala Fletcher	x
Guest: Past President	Regina Durden	x
CMP Management	Becky Gray	
CMP Management	Melanie Bowman	x

2) Approval of Minutes: The June 2024 Minutes were presented. **Coleen McCarthy made a motion to approve the June Minutes. Jennifer Dormer seconded the motion. The motion carried.**

a. **Update – add Shannon Creekmur as attending the June 2024 Board meeting**

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

- a. Reminder to update the calendar on an ongoing basis.
- b. Executive Committee meetings have been deleted.

4) [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.
- b. ESTs increased from 3 to 6 from the beginning of the year to now.

5) President’s Update- Theresa McShan

- a. Working on keynote speaker for the conference. Reached out to two potential speakers – dependent on cost and budget.
- b. Saturday, 7/20/2024, Board Meeting – please send comments to Poornima by Friday if you are not able to attend in person. Poornima will be facilitating the Saturday meeting.

6) Financial Officer Report – Terri Peirce

- a. Terri reviewed the June balance sheet.
 - i. There are no significant changes since the May report. One transaction that was for CMP was approved for the month.

- b. Budget vs actuals
 - i. Memberships have increased.
- c. Terri is waiting for online access to the savings, checking and credit card accounts.
 - i. Request an update from CMP on the status of this request by Monday, 7/22.
- d. There was a credit card transaction from April that showed up in the June financials. The speculation is this is the recurring Canva subscription. Canva subscription notifications are not being received – not seeing the renewal notices in any of the regular communication email accounts.
 - i. The emails that would go through the communications email would be from a subscription or from the public (via links on social media, web, etc.)
 - ii. Melanie will send the test email via the communications email to see if Sarah receives it.
- e. **Shannon Creekmur made a motion to approve June financials. Tamala Fletcher seconded the motion. Motion carried.**

7) Old Business

- a. Social Media Policy – Sarah Melecki
 - i. There was discussion regarding whether it is appropriate for board members to sign/acknowledge the policy.
 - ii. **Coleen McCarthy made a motion to accept the Social Media Policy as presented. Tricia Schulze seconded the motion. Motion carried.**

8) New Business

- a. Rashida Broussard resigned from her position as the Director of Mini-Courses.
- b. Discussion about policies and procedures:
 - i. Board members currently sign a conflict of interest/disclosure agreement.
 - ii. Consider updates/review of the policy and procedures. Also, consider the process to keep the policies and procedures updated on a regular basis. Add this to the agenda for the Saturday discussion. That sometimes falls under the role of a parliamentarian (or Director of Policies and Procedures).
- c. There was discussion about developing a framework or guidelines regarding AI presence at the meeting (i.e., for notetaking).
- d. There is a volunteer attending the annual conference to serve as the photographer. Her registration fee is being waived.
- e. Tamala is reaching out to of her colleagues who are videographers to see if they are attending the conference. They may be willing to volunteer their expertise.
- f. There was a discussion about how many sliders are currently on the home page and how many can be supported. There are currently three.
 - i. Conference (from last year)
 - ii. Membership (with new image). There is a new one that should be on the rotation for the main website.
 - 1. CMP to add a new membership slide.
 - iii. “Planting the seeds of a great leader”
- g. CMP will check on adding a 4th slide that will focus on WOTY.
 - i. Sarah, Regina, and CMP will create a slider for WOTY to go on the main website.
- h. Multiple emails being distributed to contacts in the database.
 - i. CMP met with YourMembership (YM - vendor for the membership platform) about this problem. It is impacting multiple clients. YM is committed to fixing the problem.

9) Director Reports –

- a. President-Elect/ Strategic Planning and Mentorship Committee Chair – Coleen McCarthy
 - i. Reminder that articles for the August newsletter are due on 7/20.
 - ii. The goal of Saturday’s meeting is to assess Board positions, roles, and responsibilities. The board election process will begin in the August/September timeframe. Ideally, the board roles and responsibilities will be reviewed and approved in time for the fall 2024 elections.
 - iii. The Project Management (PM) EST asked for “real” projects that they could assist implementing. The PM EST is working with Yvonne on the conference planning efforts.
 - iv. The Saturday, 7/20, discussion may impact the strategic plan for 2025.
- b. Vice President/Conference Committee Chair –Yvonne Campos
 - i. No report.
- c. Affiliates – Bobbie Lehrmann
 - i. Brazos Valley affiliate meeting was in June. There were 23 attendees. They continue to have good attendance.
 - ii. The next meeting is Wednesday, 8/14/2024.
- d. Communications – Sarah Melecki
 - i. The committee is creating a template image for the ESTs.
 - ii. The Communications team will work with CMP in late August/September on the process to coordinate how to collect information and share amongst the various communication channels.
- e. Membership - Tamala Fletcher
 - i. Working on the next membership event which will be Karaoke in September.
 - ii. There were 5 potential new members from the Boggy Creek membership event.
 - iii. The membership committee will take the lead to help plan the networking event on Sunday for the conference. The team is considering a tea party.
 - iv. The best opportunity for membership growth is the annual conference. The membership committee is considering options on how to promote membership during the conference.
- f. Mini-Course – Rashida Broussard
 - i. No report.
- g. Programs –Tricia Schulze/Kynthia Brooks
 - i. Reached out to the Judges with an invitation to swear in the new board members. No response yet.
- h. Public Relations – Jennifer Dormer
 - i. WOTY
 - 1. Reviewed promotional video from Austin Video Solutions.
 - 2. Confirmation has been received from all three judges.
 - 3. No nominations have been received.
 - 4. WOTY has been moved on the website – it is in a more prevalent location.
 - 5. Exploring potential partnership with Kathy Wilson at Kendra Scott. Could be multiple events – not just the annual conference. There will be additional updates once Jennifer has a chance to talk to Kathy Wilson.
 - a. Would the Board be willing to comp a booth for Kendra Scott at the conference?
 - i. The consensus is yes.
 - 6. Photographer/video

- a. Preference is to return to video. Show the picture of the nominee; talk about the nominee; consider including a short dialog with the nominee. This video would be played at the annual conference.
- i. Scholarships- Ruth Jajeda
 - i. No report

10) Conclude / Adjourn – **The meeting adjourned by consensus at 6:35 pm.**

Action items:

- Becky to follow up with Terri regarding access to credit card accounts by Monday.
- Melanie to send an email to the communications email address and CC Sarah to evaluate if emails are being received properly.
- Sarah to work with CMP in August or September to streamline the process for submitting information across different platforms.
- Tamala to schedule a karaoke event for September and brainstorm ideas for the conference networking event.
- Jennifer to continue reaching out to Judge Earle regarding administering the oath for new board members.
- Melanie to update the website sliders with the new membership slide and inquire about adding a Woman of the Year slider.