

**EWTG Board of Directors Meeting Minutes**

**Wednesday, October 16, 2024**

**5:30 – 7:00 PM**

**Zoom Meeting**

<b>Board Position</b>	<b>Name</b>	<b>Present</b>
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	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	OPEN	
Public Relations Director	Jennifer Dormer	x
Membership Director	Tamala Fletcher	x
Guest: Nominating Committee Chair	Chan McDermott	x
Guest: Scholarship Committee Chair	Ruth Jadeja	x
CMP Management	Becky Gray	x
CMP Management	Melanie Bowman	x

- 1) Segue – Theresa McShan called the meeting to order at 5:30 pm.
- 2) Approval of Minutes: The September 2024 Minutes were presented. **Shannon Creekmur made a motion to approve the September Minutes with a revision to the Financial Officer report. Coleen McCarthy seconded the motion. No discussion. The motion carried.**
- 3) [EWTG Board and Committee Calendar reviewed.](#)
  - a. The calendar was reviewed, and a reminder was made to update the calendar on an ongoing basis.
- 4) [EWTG Scorecard - Coleen McCarthy](#)
  - a. The Scorecard was reviewed. Committee chairs are reminded to update the number of committee members each month on the Scorecard.
  - b. A request was made for the Membership Committee to reach out non-renewing members.
  - c. Conference registration was shared.
- 5) President’s Update- Theresa McShan
  - a. The presentation of colors for the conference was requested. Additionally Coleen Couch may be able to sing the national anthem.
- 6) Financial Officer Report – Shannon Creekmur
  - a. The Finance Committee is continuing the investment policy review and will be consulting with Gena Minjares, past Treasurer, for insights.
- 7) Treasurer Report – Terri Peirce
  - a. The Balance Sheet was reviewed. Membership renewals are at 46% of the annual goal.

- b. **Shannon Creekmur made a motion to approve September financials. Coleen McCarthy seconded the motion. No discussion. Motion carried.**

8) Old Business

- a. None

9) New Business

- a. Q4 Scholarship Applications – Ruth Jadeja, Scholarship Committee Chair

Three scholarships applications have been received and reviewed by the Scholarship Committee. (2-Conference Registration applications; 1-Leadership Texas application) A recommendation was made to approve the 2 conference registration scholarships based on the scoring matrix. The third application was not recommended for approval as the application did not meet the scoring criteria required. **Coleen McCarthy made a motion to approve the two conference registration scholarships. Tricia Schultz seconded the motion. No discussion. The motion carried.**

- b. Board Officer Slate 2025 – Chan McDermott, Nominating Committee Chair

Chan McDermott shared the slate of nominees for the 2025 EWTG Board of Directors that was proposed by the Nominating Committee.

**Officers**

- President-elect – Terri Peirce, DIR
- Conference Director – Alida Bennett, HHSC
- Finance Director – Jennifer Dormer, HHSC
- Operations Director – Tricia Schulze, TDI
- Affiliates Director – Bobbie Lehrmann, City of College Station
- Communications Director – Colleen Couch, HHSC
- Membership Director – Poornima Siddapur, TalBiz Solutions
- Engagement Director – Chan McDermott, HHSC
- Professional Development Director – Sarah Melecki, HHSC
- Education Director – Jessica Hyde, DSHS

**Proposed Committee Chairs for 2025 president's consideration**

- Community Service – Yvonne Campos, TDLR
- Nominating – Aelia Khan Akhtar, DSHS
- Scholarships – Retha Youell, City of College Station

**Tamala Fletcher made a motion to approve the slate of officers and committee chairs as presented. Coleen McCarthy seconded the motion. No discussion. The motion carried.**

- c. Website Redesign – Sarah Melecki

Sarah Melecki brought a recommendation from the Communication Committee to redo/update the EWTG website. Becky Gray shared some examples of other client YM website updates. Terri Pierce proposed that platforms other than YM be considered. A recommendation was made that the Communication Committee develop a list of website preferences and/or examples. Additionally, a task force will be developed to collaborate on website design and membership platforms. Sarah Melecki will organize a task force meeting for website redesign, including Board members, committee chairs, and project management EST representatives.

10) Director Reports –

- a. President-Elect/ Strategic Planning and Mentorship Committee Chair – Coleen McCarthy
  - i. The 2025 President’s Advisory Committee is under development.
- b. Vice President/Conference Committee Chair –Yvonne Campos
  - i. Promotion of the 40<sup>th</sup> anniversary of EWTG to be included in Conference promotions. Theresa McShan will secure an award to be presented to the guest.
  - ii. A panel discussion has been added on the second day of the conference. Panelists are currently being finalized. Coleen McCarthy will be the moderator.
  - iii. Judge Earl has confirmed that she will perform the swearing-in ceremony at 3:45 PM on December 16.
  - iv. There will be a food tasting at the conference venue on Oct 24.
  - v. A photographer for the conference is being considered. The committee is open to recommendations.
- c. Affiliates – Bobbie Lehrmann
  - i. A survey was presented to all Brazos meeting attendees. This data is still under review.
  - ii. 27 attendees at the September meeting.
- d. Communications – Sarah Melecki
  - i. Video promotions of conference speakers will be posted on social media over the next six weeks. Board members are encouraged to view/like videos to increase engagement.
  - ii. LinkedIn provides the highest engagement.
- e. Membership - Tamala Fletcher
  - i. The Membership Committee is considering a Bingo membership event.
  - ii. A Holly, Jingle and Mingle event will be the theme for the Conference networking social on Sunday evening, December 15.
  - iii. The Membership Committee will have a table at the conference to promote membership. The goal is to recruit 100 new members during the conference. There will be a prize drawing at the conference with all new members being included in a chance to win holiday wreaths. Affiliates are welcome to host at this table as well to promote chapter membership.
  - iv. Membership data from the last 5 years is under review. A report will follow in the next two months.
- f. Mini-Course – Tamala Fletcher
  - i. The November Mini-Course is scheduled for November 13.
- g. Programs –Tricia Schulze/ Kynthia Brooks
  - i. No further report.
- h. Public Relations – Jennifer Dormer
  - i. Four WOTY nominations were received. The nominations are currently being reviewed by the judges until October 27. The scorecards will be reviewed by the Committee on October 28. The videographer will be engaged to produce the video for the WOTY program at the conference.
- i. Scholarships- Ruth Jadeja
  - i. No additional scholarship applications have been received.

11) Conclude / Adjourn – **The meeting adjourned by consensus at 7:00 pm.**