

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

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	
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
Nominating Committee Chair	Chan McDermott	
Guest: Scholarship Committee Member	Retha Youell	x
CMP Management	Becky Gray	x
CMP Management	Melanie Bowman	

- 1) Segue – Theresa McShan called the meeting to order at 5:35 pm.
- 2) Approval of Minutes: The October 2024 Minutes were presented. **Coleen McCarthy made a motion to approve the October minutes with the revisions as presented. Tamala Fletcher seconded the motion. No discussion. The motion carried.**
 - a. Chan McDermott is listed as guest and past president in the October minutes. The October minutes will be updated to reflect that Chan McDermott was a guest and Chair of the Nomination Committee. Also, under Communications Report (10D), change from “months” to “weeks.”
- 3) President’s Update
- 4) Financial Update
 - a. Financial Officer Report
 - i. Shannon reported on the financial status, noting EWTG is short of the conference registration goal and the importance of continued promotion.
 - ii. EWTG 2023 taxes were submitted.
 - iii. The Finance committee is waiting on draft of the 2023 EWTG audit review.
 - iv. The EWTG investment policy was due for review this year. The Finance Committee met with Gina Minjares, an EWTG past treasurer. Gina presented a history of the investment policy. The Finance committee agreed that the EWTG investment policy covers the current needs. There are no changes to suggest based on the 2024 review.

b. Treasurer Report

- i. Terri presented the balances for checking, savings and the EWTG credit card.
- ii. The Finance Committee reviewed the investment policy, with no changes needed at this time.
- iii. The October budget vs. actual was reviewed noting the following (the numbers presented are financials through October 2024):
 1. Total conference income is 20.6% of the goal.
 2. Income from membership dues is at 56.3% of the goal.
 3. Total gross profit is at 24.1% of the goal.
- iv. A request was made to include the financial officer in future conference planning meetings for better visibility into expenses and income.

c. **Jennifer Dormer made a motion to approve the 2024 October financials as presented. Tamala Fletcher seconded the motion. No discussion. The motion carried.**

5) Q4 Scholarship Application – Retha Youell

- a. Mary Cass - Scholarship to attend the EWTG Annual Conference (\$275)
 - i. Per the EWTG Bylaws *“The Committee may not accept applications from or recommend a scholarship for an individual during the year that individual serves as the President, President-Elect, or Finance Director of the Corporation, or as a member of the Scholarship Committee.”*
 - ii. Mary Cass is a member of the Scholarship Committee.
 - iii. The request for the scholarship was denied.
 - iv. Coleen McCarthy and Sarah Melecki agreed to sponsor Mary’s attendance to the annual conference. They will split the registration fee.
- b. Crystal Zhang - Leadership Pipeline 2025 (\$399)
 - i. **Coleen McCarthy made a motion to approve the scholarship request for Crystal Zhang. Tamala Fletcher seconded the motion. No discussion. The motion carried.**

6) Confirm Sunday activities for the 2024 EWTG conference

- a. There will not be a Board meeting at the annual conference. All outgoing and incoming board members and committee chairs are invited to the strategic planning meeting/retreat. The goal is for the outgoing members to use this time to assist with the transition for the incoming leadership.
 - i. The strategic planning meeting/retreat is scheduled for Saturday, 1/25/2025, from 9am – 4pm.
 - ii. The address is 2423 Sauterne Dr, Leander, Texas 78641.
 - iii. Coleen and Teri will coordinate with CMP to have food and beverages provided.
 - iv. Committee chairs are welcome to attend.
 - v. Board members strongly encouraged to attend.

7) President-Elect

- a. Coleen prepared a year-end recap of strategic plan goals and accomplishments. She is updating the committee roles document for 2025 and making minor changes to the strategic plan due to recent bylaw amendments.

8) Vice President – Conference

- a. Theresa is working with HEB as a potential sponsorship for the conference.
- b. Theresa discussed the photographer for the conference and confirmed that they can proceed with that engagement.

9) Affiliates

10) Communications

- a. The Communications committee focused on the annual conference. The majority of the recent posts have been about the conference.
- b. The committee completed writing their procedures. There are a total of five procedures.
- c. There was a recommendation to consider revising the monthly reports for 2025 to include a focus on future/upcoming activities for 2025. Craft reports to focus on proactive activities as well as reporting on past tasks/accomplishments.
 - i. There was a consensus to use this approach. Future agendas will include a reference to report on both past and future activities as a prompt.
- d. The Communication Committee anticipates wider adoption of the messaging calendar to help prepare appropriate and timely messaging regarding EWTG events for members.

11) Membership

- a. There will be a membership table at the conference. There is an inventory of existing SWAG which will be used for giveaways. The theme is "Give yourself the gift of membership."
- b. The goal is to have the theme "Give yourself the gift of membership" repeated throughout the conference space (e.g., signage, PowerPoint presentations, handouts for Board members to distribute, etc.)
 - i. Discussion regarding discounting the membership dues for individuals who sign up at the conference or who attend the conference and sign up before the end of the year:
 1. The consensus was to offer a \$10 discount on any membership type, extending the promotion through the end of the year for those who attend the conference.
 - ii. A QR code has been requested to be used at the conference.
 - iii. Flyers are being prepared and will be out for review
- c. Communications
 - i. Promote Kendra Scott

12) Mini-Course

13) Programs

- a. The programs are complete for 2024.

14) Public Relations / WOTY

- a. There are 4 nominees. The nominees are EWTG board members. Each nominee is preparing a video which will be presented at the conference. The judges have completed their reviews.

15) Additional discussion

- a. CMP to visit with Coleen about support for the January retreat/strategic planning session.
- b. Consider extending the \$225 Early Bird registration rate to EWTG Board and the 2024 EWTG committee chairs and committee members.
 - i. The Board agreed that they would like to extend the early bird pricing to the committee chairs and committee members as a thank you for their time and commitment to EWTG.
 - ii. CMP will create a registration code to share with the Board and committee chairs. Committee chairs will be responsible for distribution to their committee members.

16) Conclude / Adjourn – **The meeting adjourned by consensus at 6:50 pm.**