



IMPROVEMENT THROUGH EDUCATION & NETWORKING

BOARD OF DIRECTORS MEETING MINUTES

November 21, 2023

I. WELCOME. The meeting was called to order by President Mike Movius at 6:00 PM EST.

The following Board Members were Present: President Mike Movius, Vice President John Bamberl, M.D., Vice President Carol VanOrnum, Treasurer Bill Miller, Secretary Andrew Mizzak, Board Members Craig Apperson, Steven Rauschkolb, Jared Peatman, and Dr. Curt Fields.

Board Member Mary Koik was absent.

II. CORPORATE BUSINESS

a. NEW MEMBER WELCOME.....Mike

Mike welcomed Dr. E. Curt Fields to the Board of Directors. Curt spoke about what he would need for his Ambassador role. Discussion ensued about the creation of a CWRT Congress rack card that would assist in these efforts.

b. CORPORATE REPORTS

i. Meeting Minutes (Review & Approve) Andrew

The President tabled this until the Executive Session following the conclusion of the business meeting.

ii. Treasurers Report (Review & Approve).....Bill

The balance sheets were referenced and the Treasurer’s report as per the balance sheets was adopted. Discussion occurred regarding moving some of the funds from the savings account into CD’s given the current good interest rates.

c. COMMITTEE REPORTS

i. Development Committee Andrew

Andrew mentioned that CWRT Congress has exceeded the 50% threshold of its Giving Tuesday goal (currently 77.4% as of today); and that the Development Committee will meet following the conclusion of Giving Tuesday.

ii. Marketing Committee..... Steve & Carol

Carol mentioned that “The Light Post” went out on November 1st; that the Annual Report is starting to be worked on, and that the publication of the Annual Report is being pushed back to April, 2024.

iii. Awards & Sustainability Challenge John
John said he would like to send out a Sustainability Challenge reminder in January, followed by one in May.

d. PROGRESS ON 2023 STRATEGIC GOALS.....All

i. Giving Tuesday (\$3,000 total) – Progress Report

ii. Conference attendance (75 paid) - ATTAINED.

iii. Awards (2 applicants each) – NOT ATTAINED

For progress reports on strategic goals, please see above Committee Reports.

III. OLD BUSINESS

a. UPDATED ANNUAL AWARDS DOCUMENTS.....All

As of today's date, no one has taken it on.

b. DEVELOP SISTER CWRTs "How to Guide"All

c. 2024 PROSPECTUS & SPONSORSHIPMike

Mike stated he has separated prospectus policies from donor levels, and has been working with Carol on this. Additionally, the business card ads have been eliminated, and the prices have been increased by \$50 each.

d. 2024 CONFERENCEAll

i. Topics Research by Group (Steve, John, Andrew, Carol & Bill).

John stated that there a lot of feedback on marketing, membership recruitment, and membership retention, and although we have been focusing on this, we need to keep reiterating it.

Mike stated that he has received feedback on issues relative to meeting attendance, and cost of meeting attendance (such as the costs of a dinner meeting).

Carol suggested the idea of a lecture of some sort attached to the lunch of a workshop.

Jared was asked to provide his thoughts on the issues of relevance, and addressing controversial topics, as a way to spur engagement.

Andrew added that the messaging of the topics relative to those Jared referenced should be done in a way that it not only attracts young people and provides factual information, but can also be done in a way to make it clear to decision and policy makers.

Craig stressed the importance of enticing people by picking the right people as speakers and the right topics without the polarization of today.

ii. Workshops v Conference

A vote was held to choose whether or not CWRT Congress should hold an annual conference or workshops in 2024.

Discussion ensued on the basic constructs of the workshops: 1-day, regional, etc.

Vote for Workshops:

- Mr. Apperson
- Dr. Bamberl
- Dr. Fields
- Mr. Miller
- Mr. Peatman
- President Movius
- Mr. Rauschkolb
- Ms. VanOrnum

Vote against Workshops: Mr. Mizesak (who explained he agrees with the concept, but could not vote yes without having all of the logistics figured out).

Mike asked the Board to come up with 2-3 sentences on topics, membership, marketing, programming, retention, etc., in time for the next meeting (in December, before Christmas).

- a) Overall Interest
- b) Reach
- c) Impact
- d) Partnerships

Mike said he would put together criteria for venues, and run this past those who would be interested in hosting.

Bill asked about geographic areas for these workshops.

Mike stated he was talking with Jonathan Noyuales at Shenandoah University. He also stated there would be 2-3 of these 1-day events during the summer, and that he would put them out to all - not just those in a geographic region.

IV. NEW BUSINESS

- a. CWRT STARTUP DOCUMENTSAll

This was briefly discussed. This included an invitation to an invitation to an individual in

Mississippi whom we would likely meet with after the first of the year.

b. ANNUAL REPORT – 2023Carol/Steve

See previous references to the Annual Report.

c. ONLINE CLASS – CWRT INTERNS.....Mike

Tabled.

d. SCHOOL/COLLEGE HISTORY CLUBS..... Jared

Jared provided information - as distributed by Mike - relative to the creation of history clubs.

Jared mentioned the idea of teachers incentivising students to participate, e.g., through extra credit. Jared also mentioned how programming could tie into state curriculum standards.

Also, the creation of history clubs could be integrated into a discussion of growing memberships for RT's.

Bill offered some ideas relative to scholarships for these students.

e. ONLINE FUNDRAISING – LOGO APPAREL & ITEMS.....Mike

- i. What is this about?
- ii. How can we control quality & value?
- iii. Is this worth the effort?

Tabled.

f. ORGANIZATIONAL IMPROVEMENT ENTITIES DISCUSSION.....All i.

- Appropriate organizations
- ii. Next steps

Tabled.

IV. CLOSING. Mike called the meeting to an end at 7:02 PM. The Officers were asked to stay for an Executive Session related to personnel. The Executive session ended at 7:34 PM.