



IMPROVEMENT THROUGH EDUCATION & NETWORKING

BOARD OF DIRECTORS MEETING MINUTES

January 23, 2024

I. WELCOME

In attendance: President Mike Movius, Vice President John Bamberl, Vice President Carol VanOrnum, Directors Steve Rauschkolb, Jared Peatman, and Mary Koik.

Excused: Bill Miller, Treasurer; Andrew Mizensak, Secretary; Directors Craig Apperson and Curt Fields.

II. CORPORATE BUSINESS

- a. Mike opened the meeting at 6:00pm Eastern and welcomed our newest board member, Jared Peatman.
- b. There were no questions or comments about the previous meeting minutes nor the treasurer's report. They were approved.
- c. Carol discussed the marketing committee report stating that the Light Post for February will be distributed on 2/1 and that she and Steve are collaborating on the 2023 annual report.
- d. John advised he sent an email to the 2023 conference attendees urging them to begin the Sustainability Challenge. He only received one response that was not entirely positive.
- e. Mike displayed the 2024 proposed budget, and it was approved.
- f. Mike asked the board to establish 2024 strategic goals. The following were approved:
 - i. Fundraising - \$4,000 for Giving Tuesday
 - ii. Workshops – 20 attendees per workshop
 - iii. Awards – 2 applications per award.
- g. There was also some discussion about monetary awards for those CWRTs that completed the Sustainability Challenge.

III. OLD BUSINESS

- a. Mike and Carol brought forward their recent experience with a vendor for the proposed online store. It was decided to drop the matter due to that encounter.
- b. Mike advised that he sent out the invitation to become a CWRTC sponsor about the time that it was discovered that the website was defunct. He fielded several questions about links that did not work, despite having sent the PDF documents in a subsequent email. Jared suggested that we send the invitation to Matt Callery of the Addressing Gettysburg Podcast.

IV. NEW BUSINESS – WORKSHOP DEVELOPMENT

- a. Mike advised that the following two co-hosts have agreed to provide venues for our 2024 workshops.
 1. Shenandoah University – Saturday, July 27 – 9am to 4pm
 2. Indianapolis CWRT – TBD
- b. There are four potential other co-hosts.
 1. East Carolina University – Greenville, NC
 2. Dickinson College – Carlisle, PA
 3. CWRTs – Cincinnati, Cleveland
- c. Mike explained his concepts of the workshops.
 1. Individual, Small Group, Large Group
 2. Morning & afternoon sessions
 3. Time splits (3 hours total)
 - Lecture – 15 minutes
 - Individual – 10 minutes
 - Small group – 45 minutes
 - Large group – 90 minutes
- d. It was agreed that the morning session will be about recruitment marketing and that the afternoon session will be about partnerships. Mike brought forward the following instructions:
 1. Develop both the costs/benefits of marketing and partnerships
 2. Develop recruitment and leadership goals
 3. Develop win-win relationships for potential partners.
 4. Develop new activities that will engage new members
- c. Jared suggested that the lecture/discussion/instructional period include case studies of what CWRTs have done in the past that were successful. The board decided that we should send out inquiries to some CWRT leaders to ascertain their experiences.
- d. Jared also suggested that we provide a structured approach that attendees might use in planning to implement their new ideas. He will provide a short list to Mike.
- e. Carol suggested that we use the strengths of board members as workshop tasks are assigned.
- f. It was decided that there not be lunchtime presentations so attendees can network with one another.
- g. Mike advised that the following might be useful at the workshops:
 1. 150 notebooks @ \$4 = \$641.01
 2. 150 paper tote bags = \$133.50
 3. 150 nametag carriers = \$88.50
- h. Mike asked everyone to forward their “blackout dates” to him, so we can plan better when negotiating dates with co-hosts.

The meeting was concluded at 7:25pm EASTERN.

Submitted by Mike Movius

