



Board of Directors Meeting Minutes

August 2, 2011 at 4:30 p.m.

Location: Teleconference

Members Present: Dave Meyer, Alison Stanley, Molly Willenbring, Cynthia Lermond, and Mark Grabau, Jane Lovelle, Munir Sewani, and Douglas Smith

Members Absent:: None

Opening: A meeting of the FMHAC Board of Directors was called to order at approximately 4:35 p.m. on August 2, 2011 by Mark Grabau.

A. Approval of Agenda

The agenda was sent to the members via email prior to the meeting. The board reviewed and approved the agenda for today's meeting.

B. Approval of Minutes

The board reviewed the minutes for the Board of Directors Retreat dated June 13-14, 2011. Alison requested that the Board review the portion of the minutes that addressed the approval of the presenters. It was agreed that, at the retreat, the Board had decided to proceed with the proposed plan of presenters as put forth by the Planning Committee.

C. Open Issues

<i>Agenda Item and Discussion</i>	<i>Action/Outcome</i>	<i>Follow-up</i>
<p>○ 2012 Conference</p> <p><u>Marketing/Publicizing the Conference</u> Alison updated the Board on her communications with Dr. Kellerman’s publicist regarding the Planning Committee’s ideas on publicizing the conference. His publicist is the “marketing machine” for his books, not his speeches. Alison explained that marketing his talk is basically our task to take on, although the publicist is available to support us with ideas and contacts, and has agreed to be involved in developing a press release to be placed in a number of newspapers.</p> <p>Alison discussed with the Board outreach to various schools, particularly English and writing departments at various colleges. She added that Dr. Kellerman’s publicist supported this idea. There was a discussion about ways to do outreach, particularly at schools, as a way to expand the base.</p> <p><i>Motion:</i> Alison put forth a motion for her to submit a plan to the Board which will detail tasks for the Board to take on related to marketing Dr. Kellerman’s talk and, by association, the conference.</p> <p><u>Friday Schedule: Break-out vs. General Sessions</u> Molly explained that previous Boards have decided not to have break-out sessions on Fridays. She noted it is a change in concept and an increase in cost.</p> <p>Mark stated that last year two tracks were done on Friday, which was a one-time plan but appeared to go well. Mark’s concern was that if we had several break-out sessions on Friday it might not be worthwhile given the costs for AV, rooms, and presenters.</p> <p>Munir suggested that we not create additional tracks on Friday and limit the number of sessions to two so as to ensure quality.</p> <p>Alison explained that the plan presented by the Planning Committee reflected four tracks on Friday and this scheduling option was provided to potential presenters based</p>	<p>The Board agreed to a plan for Alison to provide the Board with a list of specific tasks related to marketing the conference.</p>	<p>Alison will send a summary of specific tasks related to marketing the conference to the Board and ask for members to take on those tasks.</p>

<p>upon the plan to have four tracks at the conference. Alison noted that disciplines might be shorted by not having 4 tracks on Friday. She also indicated that the presenters approached for Friday are all high-quality. Alison added that more people will be staying on Friday because of the increased CEU's.</p> <p>Molly indicated that she was part of the Planning Committee meetings and was unaware that four tracks were being planned for Friday, otherwise she would have addressed that issue earlier.</p> <p>Mark reiterated the cost of having four tracks on Friday.</p> <p>Alison indicated that the budget for presenters, AV, etc was inclusive of four tracks on Friday.</p> <p>Molly indicated that was not the case and the current budget for AV, rooms, etc., does not allow for four tracks on Friday. The cost increase would be approximately \$2.5k.</p> <p>Alison asked whether money not used in the presenter budget could be used for AV etc., if the total cost is balanced.</p> <p><i>Motion:</i> Munir put forth the motion to vote on whether to have two or four tracks on Friday.</p> <p><u>AV Budget</u> This matter was not addressed during the meeting.</p>	<p>There was continued discussion about the matter, but due to time constraints as well as the need for continued consideration, the motion was not voted upon.</p>	<p>Cynthia will create a ballot for Molly to send out to board members to allow for a vote on the motion put forth by Munir.</p>
<p>○ By-laws Amendments</p> <p>This matter was not addressed during the meeting.</p>		<p>This matter will be addressed at the next Board meeting.</p>

<ul style="list-style-type: none"> ○ Update on Executive Director Evaluation Process <p>This matter was not addressed during the meeting.</p>		<p>This matter will be addressed at the next Board meeting.</p>
<ul style="list-style-type: none"> ○ COMIO Update <p>This matter was not addressed during the meeting.</p>		<p>This matter will be addressed at the next Board meeting.</p>

D. Next Meeting

The next meeting has not yet been scheduled. Molly will coordinate the scheduling via email.

E. Adjournment

The meeting was adjourned by Mark Grabau at approximately 5:40 p.m.

Minutes submitted by Cynthia Lermond on August 10, 2011.