

# VAHU Board Minutes

## The Boulders, Richmond, Virginia

### Strategic Planning Meeting

Friday, July 14 (10am-10:30am)

#### In Attendance

Jill Age	Erika Hain	Amy Mutter	Susan Taylor
Jessica Bagby	Tim Hicks	Chris Rankar	Lindsey Waters
Grayce Carter	Heather Kochanowicz	Barbara Rogers	Josh Viles
Brenda Cutting	Matt Irvine	Anya Simpson	
Cameron DeBord	Sue Johnson		

#### Welcome

**Lindsey**

**10:08 am**

Distribute the Agenda, Board Meetings and Strategic Plan.

Everyone review the strategic plan so we can discuss.

Jill mentions that we did make the Landmark Award, so we have a well-run chapter.

#### Review of Strategic Plan

**All**

**10:10 am**

**Leadership** – Everything looks good and can stay the same

**Membership** – Lindsey feels like we need to increase the amount of new members from 2% to a higher amount, because 2% is only 7 people. Would everyone be okay with moving that to 10%. Erika mentioned that national is looking to do 10%, they have never achieved that before but that is the goal this year. Also need to be aware with the new chip cards, there will be some bank draft issues with current members. Should we develop a quick email or flyer to remind people to update their card, maybe something Jaffe can help with and will take that to the committee? Updated Strategic Plan to reflect 10% Add something about retention. Jill makes a motion to increase our net membership growth from 2% to 10% and focus on retention at 85%. Anya seconds. No discussion. All in favor, nobody objects. Motions carries.

Everything else is fine on the strategic plan.

#### Closing Strategic Planning

**Lindsey**

**10:24 am**

Move to the Board Meeting