

# VAHU Board Minutes

## Strategic Planning, The Boar's Head, Charlottesville, VA

### Thursday, May 28, 2015

#### In Attendance

Arty Accardo	Brenda Cutting	John Scott
Jill Age	Heather Kochanowicz	Anya Simpson
Jessica Bagby	Amy Mutter	Lindsey Waters
Lori Carter	Chris Rankar	

#### Welcome

Lori/Amy

10:20am

Good morning and welcome by Lori. Overview of the agenda for the day.  
Review minutes from last board meeting, March 20, 2015. Arty made a motion to approve the minutes from March 20, 2015, John seconded the motion. Discussion to update a spelling error. All in favor, no opposed. Motion carries to accept the minutes.

#### Review of 2013-14 Strategic Plan

Lori

Review the 2013-14 Strategic Plan

Membership – didn't meet the 10% growth as noted so discussion on changing that. Should we look at changing the term from 5 years or lowering the percentage? Agreed to keep some measurable amounts in there, but make them annual and lower them.  
Survey – come up with specific times during the year to get these out, and added dates to the plan.  
Membership blitz – can do a day event, does not have to be over a longer period of time, but rest of the membership bullets are okay  
Leadership – remove the 5 years, add more specific dates  
Legislation – fine just add a few words  
Change/rearrange the # of the top items on strategic plan  
Education – remove the one sentence  
Awards – everything is fine on those bullets

Should we vote on the strategic plan or wait until Heather distributes to everyone? Lori decides to vote now and then Heather will get to everyone in the next week.

Anya makes a motion to accept the strategic plan as we amended today, and Arty has seconded. No discussion. All in favor, no opposed. Motion carries to accept the strategic plan for 2015-2016.

Ended 10:52 am

#### Board Meeting

Amy

10:54 am

Lori reads a letter from Gary regarding his absence from the conference and thanks everyone for a great year.

**Website** – previously voted to go back to wild apricot during last board meeting because they have made upgrades since we last had them. They also still have all our info on there, within their upgraded site.

They have offered us the opportunity to go back to them, and honor the current rates before they go up. However it needs to be done by June 1. Its \$100 a month fee, and therefore an extra \$100 for June if we choose to go back.

Any objection to moving back to them (discussion). It would not go live right away but we can make changes to it as soon as we go back, and then decide on a switch date. Give us time to get the site cleaned up.

Brenda asked about contract with current vendor, star chapter. Jessica/Amy said we are fine and everything is okay we can terminate with no issues.

We need everyone to be able to easily get access to the new site so we no longer have to just go with one or two people who are always handling everything. And wild apricot will allow that, and Amy will be able to train everyone before it's live.

Amy asked if everyone is okay with paying the \$100 fee to move to wild apricot. Anya makes a motion to pay the \$100 to move to wild apricot by June 1, Jill seconds, and everyone is favor. Vote carries to pay the \$100 and move back to wild apricot.

**Executive Director** – we need to start thinking about hiring an executive director, and seriously consider options. Arty was assigned to head the committee and head that research. He has not reached out to anyone on the committee yet because he is in fact finding stage.

Some of the things that other directors do include annual conference, CE Day, Marketing/Sponsorship Packages, etc. and we are trying to build the list of what VAHU needs. Arty has reached out to different areas within Region II to get info to compile feedback on how they use the Executive Directors and how they pay them. First step is figuring out a job description and then a projection on what this means to our

bottom line. Then come to the board with our findings. Arty has spoken to Ross in NJ and there are thriving with their executive director. A lot more research needs to be done and will take a while. Big picture is can we afford not to do it? In a good year at conference we break even, and this year we have lower revenue than any other year. We may not be able to get this done this year, but the committee still needs to start working..

**Raising Dues** – Should we look at raising it this year? Lindsey suggested just publish monthly only, stop using the annual fee. Just try a different spin on the way we advertise it. Something we can start to think of and then talk about later, we have time to talk about it. Amy will research it a little more and then get back to us.

**Next Year Conference** - hold in Richmond, is everyone okay with that so Lori can sign contract and move forward with the planning? Everyone states they are good with that.

Lori made a motion to adjourn meeting 11:15am , Jill seconds, all in favor, no opposed. Motion carries to adjourn meeting.