

Cascadia Chapter Board Meeting MINUTES

February 11, 2009 / 3:00 – 5:15 PM / Olympic Associates Office / Seattle,
WA

Attendees:

Steven Paget (SP) – President
Blane Long (BL) – Vice President
Andrea Ball (AB) – Secretary
John Langer (JL) – Treasurer
Tricia Butler (TB) - Director

I. Committee and Officers Reports

a. Membership/Communication (ALB)

- i. No new members since the January chapter meeting
- ii. Need to develop an attendance roster for the chapter and share membership list with members
- iii. Website (ALB)
 1. The website can be a powerful tool, both for membership satisfaction and communication as well as for improving the Chapter's public presence. There are current challenges with timeliness of the information – Andrea and Ashley are working to develop back up resources so more than one person is able to update the site when needed.
 2. The membership survey results point to some additional functionality we may want to add to the site. Volume and type of content can be improved.
 3. Will need to discuss the issue of posting a membership directory on the website – do we include all or partial membership data; do we need to password protection (similar to the SAVE website structure)?
 4. Suggestions for additions/changes:
 - a. Meeting calendar with dates set well in advance
 - b. More information features that illustrate what the Chapter/VM does, who we are and why you need to connect with us: metrics, relevant articles (both from other sources, VE sources and from members), awards, links/excerpts to Value World, etc.
 5. Greatest challenge is to keep content current, and to have continuous participation by the members for content
 6. Discussion regarding a website committee
 - a. Should this be part of Membership/Communication, or is it something different
 - b. How does this fit in with Marketing and Outreach
 - c. ALB expressed concern that this is a significant percentage of the work of the Chapter and that it is all falling upon the Secretary
 - d. Suggestion that there be a larger committee named Communication and Outreach and that this includes

membership and marketing; this committee would have more of an information dissemination focus than information development. Proposed members include Andrea Ball and Ashley Carson since they are the current Secretary and Web Master respectively, and add Anna Bremmer (if interested) due to her marketing background.

iv. Elections (ALB)

1. A nominating committee should be appointed by March with elections held in April.
2. All four officers and two Directors positions (Tricia Butler's and Randy Barber's) are up for election. Rahul Nagalkar, Ken Smith and Lori Brasse have one more year to serve in their terms as Directors. Gene Haba will rotate off the Board and be replaced by Steven Paget as the Past President.

b. Treasurer (JL)

i. Balance as of December 31, 2007	\$2,805.52
ii. Chapter rebates for 2008	\$1,976.04
iii. Expenses for 2008	\$1,091.08
iv. Balance as of December 31, 2008	\$3,690.48

c. Government Affairs (All for Joel Davis)

- i. One key to successfully lobbying is to get the ear of the governor's staff – not approaching the agencies. Check the 'Access WA' website and locate the governor's cabinet (BL)
- ii. May be better to start a lobbying effort next year when things are "softer" and less money has already been targeted (BL)
- iii. Some action needs to occur now but need more input from the membership (SP)

d. Programming (BL)

- i. Randy Barber volunteered for March or April
- ii. Suggestion to have Dan Clancy give his CEFPI presentation at the April meeting
- iii. Andrea Ball volunteered herself and Steven Paget to present in May a preliminary look at their SAVE presentation
- iv. Recommendation is to hold the March meeting at Duke's at Southcenter, the April meeting at Duke's in Tacoma and the May meeting at Rock Salt in Seattle. (ALB) SP further suggested one of those meetings to be held online over the lunch hour.
- v. Decision to schedule CBA training in April; will need to confirm instructor availability.

ACTION: Andrea to confirm communication committee interest of Ashley and Anna, and to work to develop a website mock-up for presentation to the membership in September 2009.

ACTION: Andrea to confirm for Blane Randy and Dan's presentations for March and April, and if either is willing to give their presentation online.

II. Bylaws (BL)

- a. A great deal of discussion was held on the proposed bylaws amendments. This discussion led to a proposal to modify the structure of the board and the election process. It was felt this proposed structure would add more legitimacy to the Board, would greatly simplify elections/nominations, would more evenly distribute

the work of the chapter and would better ensure continuity of direction regardless of changes made to the leadership.

- b. The proposed change would create a Board with seven members. This board would be elected in May and take office June 1. Each member would serve a three year term, with no more than three members rotating off the board any one year. From amongst themselves they would decide who would serve as President, Vice President, Secretary and Treasurer. The officer terms would be for one year. There are no term limits for board members and officers may serve for as many terms as they are chosen and wish to serve. All board members would serve on at least one committee. Rules for filling vacancies and terminating board members would remain the same.
- c. It is further proposed that the existing board remain the same with Barber and Butler still rotating off. This would negate the need for elections this year and would provide the Chapter with a full seven member board. To be determined is the term length for the current board members – two would serve a two year term and two would serve a three year term. Once this new board forms, the seven members would decide amongst themselves who would serve as officers.
- d. Supporting this reorganization, but not requiring a vote, would be a restructuring of Chapter committees. It is proposed that three committees be formed, each with at least one board member involved. These would be Government Affairs, Programming and Events Coordination, and Communication, Marketing and Outreach.

ACTION: Andrea to type up the proposed bylaws changes and distribute to those present for review. Once approved, they will be distributed to the full board for a vote. Andrea will further check with SAVE to confirm that our proposed changes do not violate either the bylaws or Constitution of the national organization.

III. Adjourn