

## Georgia Chapter A&WMA Board Meeting

July 10, 2020

**Present:** Shanna Alexander, Shira Colsky, Charlie Denton, Steve Ellingson, Katy Lusky, Kim Sanders, Ashley Ward, Tom Wurzinger

**Absent:** Joey Dean, Chris Hurst, Elisabeth Munsey

### 1. **CALL TO ORDER:**

Chair Kim Sanders called the meeting to order and outlined the Agenda for this Board meeting (attached).

Kim  
Sanders

### 2. **SECRETARY'S REPORT:**

The Meeting Minutes for June 12<sup>th</sup> were reviewed and approved.

Shanna  
Alexander

### 3. **TREASURER'S REPORT:**

Katy submitted the following report:

Katy  
Lusky

**Reporting Period:** May 8 – June 12, 2020

Current Wells Fargo Balance = \$11,518.44

Current PayPal Balance = \$6,427.10

**Major Debits (WF & PP):**

\$190.31 – Member Clicks (June)

\$15.00 – Reimbursement to Shira (for Zoom subscription)

**Major Credits (WF & PP):**

None

**Other Business:**

- Member Clicks returned check from the Southern Section

### 4. **COMMITTEE REPORTS:**

Education/Scholarship:

- Kim indicated that a decision on the number of scholarships and amounts was still pending.
- Katy will review the budget to see if three \$500 awards can be issued for this year and it was suggested that a vote be taken via email.

Elisabeth  
Munsey  
(N/A)

Young Professionals:

- Ashley reported on the 2<sup>nd</sup> YP virtual happy hour event that was held on July 9<sup>th</sup>. There was a total of 8 participants (3 of the 8 were members). A follow-up email on how to become a member was emailed to the participants.
- The A&WMA/GAEP partnering event is tentatively scheduled for the Fall pending bans and restrictions on large social gatherings due to COVID.

Ashley  
Ward

### Membership:

Steve  
Ellingson

- Prior to the meeting, Steve developed and shared a Membership Retention and Enhancement Memorandum (Memo) dated July 8<sup>th</sup>, which included demographic information on how many memberships have lapsed or are approaching expiration. The Memo is attached at the end of these minutes.
- Steve identified a need to clarify the tools and processes in place to improve membership and retention rates and overall enhancement of the Chapter.
- Steve suggested sending an email to those whose memberships are about to expire to lessen the chance of them becoming lapsed.
- Steve elaborated on the importance of advertising the less expensive Membership option and the negotiated COVID-19 rate at brown bags, YP events, etc. --- keep sending follow-up emails to all Chapter event participants. Plans to identify a place on the website for new member announcements by September.
- Steve proposed some new incentives for the membership and retention drive as presented in Section 4.4 of the attached Memo. This included providing an award to the top three people that bring in the most recruits and acknowledgement on the website for people that rejoin.
- Moving forward, Steve will send out a 1-page membership update before the Board call and include the types of memberships that people are getting.
- Kim suggested posting this report on the Chapter's website.
- Katy suggested using the membership information to populate the Annual Report due in March e.g., run an end-of-year report and set due date to mid-February to have available for preparing the Annual Report.
- Charlie voiced his approval of the report and described it as a good comprehensive approach that was long overdue.
- Katy suggested making this a trial run and adjust as we go --- kick off with the next brownbag and run trial for 30 days.
- Shira suggested a tiered award for the top three winners (\$20, \$15, \$10 for 1<sup>st</sup> 2<sup>nd</sup> 3<sup>rd</sup> place winners).

### Brown Bag Coordinator:

Shira  
Colsky

- Shira gave a recap of the June 26<sup>th</sup> virtual brown bag with Peggy Radcliffe (CHaRM). Great questions were received during the Q&A. A total of 22 people had RSVP'd and 18 were on the Zoom call.
- Shanna asked about distribution of professional development certificates for attending the brown bag. Kim indicated that the plan is to continue to issue credits as requested.
- Open discussion on the Zoom subscription --- could not make someone the host if they have a non-basic account.
- Charlie announced that he has a Zoom subscription and that BT Law may make Zoom a company-wide benefit. However, only the host can initiate the Zoom video calls.

- Shira requested any ideas for the next brownbag tentatively scheduled for end of August. Kim will email Shira her suggestions.
- Kim mentioned that she has been working with company's IT on setting up a group in Teams (adding external members) for future Board meetings.
- Ashley suggested purchasing another month's subscription through Zoom as a backup plan.

Database/Web Chair:

Charlie Denton

- Kim mentioned posting the Southern Section conference update info to the website.
- Need to add acknowledgments for new memberships to website.

**5. OLD BUSINESS:**

All Members

- The group discussed the idea of a virtual conference. Most agreed that it will be challenging if you do not have a lot of IT experience. Kim suggested waiting for an in-person conference in Spring or Winter 2021.
- Katy suggested planning for an afternoon and a morning session if we do end up going virtual to avoid tiring out folks that are listening-in.
- Katy discussed the new updates to MemberClicks --- no cost for PayPal; affects our ability to go into PayPal and make payouts; and new system has \$16 hike in monthly subscription cost.
- Alternate option if the group dislikes the MemberClicks website is to move the entire system and search out other options; however, may have to redesign the whole thing if dissatisfied with the cost.
- New website will be up and running over next couple of weeks.
- The Board voted for Katy to be the signer for the payments and for Kim to be added as a second signer in the event Katy is unavailable to sign. Katy will forward Kim the instructions.
- Affects our ability to go into PayPal and pay someone under the new system.

**6. NEW BUSINESS:**

- Katy presented the various website design and layout. Katy, Kim, Ashley, and Shanna agreed on a preferred design and layout ("Decatur" vs "Buckhead") for the new website. The logo colors will be changed to shades of blues and greens.

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**NEXT MEETING:**

**September 11, 2020** by Conference Call – 10:00 am Eastern (Meeting Adjourned at 11:20 AM)

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**Agenda**  
**A&WMA GA Chapter - Executive Board Meeting**  
**July 10, 2020; 10:00 a.m. Eastern**  
**Conference Call-in: 1 (408) 650-3123, Passcode: 790-678-541**  
**One-touch: <tel:+14086503123,790678541#>**

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|--|-----------------------------------|
| <b>1. CALL to ORDER:</b>   | Kimberly Sanders                  |
| <b>2. SECRETARY'S REPORT:</b><br>Approve June 12 <sup>th</sup> meeting minutes, post to website.   | Shanna Alexander                  |
| <b>3. TREASURER'S REPORT:</b><br>Current balances<br>Upcoming expenses   | Katy Lusky                        |
| <b>4. COMMITTEE REPORTS:</b>   |                                   |
| <u>Membership</u><br>Status Report/New Membership Initiatives  | Stephen Ellingson                 |
| <u>Scholarship</u><br>Status report  | Elisabeth Munsey                  |
| <u>Young Professionals</u><br>Status report – 7/9 YP Happy Hour Event  | Ashley Ward                       |
| <u>Brown Bag</u><br>Date of Next Brown Bag   | Shira Colsky                      |
| <u>Database/Website</u><br>Status report   | Charlie Denton                    |
| <b>5. OLD BUSINESS</b>   |                                   |
| Spring Reg Conference Scheduling   |                                   |
| <b>6. NEW BUSINESS</b>   |                                   |
| <ul style="list-style-type: none"><li>• A&amp;WMA Sections and Chapters Council Summer 2020 Meeting – Awards (Membership Performance Recognition Winner, 2019 Minasian and Chapter Cup Award Winner)</li><li>• COVID-19 Effects on Membership Handout</li><li>• Young Professional Award at National Conference Update</li></ul> |                                   |
| <b>7. NEXT MEETING</b>   | August 14, 2020 -<br>10:00 am EST |
| <b>8. ADJOURN</b>  |                                   |