



International Association of Business Communicators Great Plains

IABC Great Plains

Board Meeting Agenda

April 12, 2018

Bismarck State College Student Union – lower level, Dakota Room, 12-1 p.m.

"Find something you're passionate about and keep tremendously interested in it." - Julia Child

I. Call to order (Chris)

Chris Gessele called the meeting to order at 12:12 p.m. Krista Rausch, Erin Huntimer and Lacey Lange were also in attendance.

II. Roll call (4 board members constitute a quorum)

- a. Invited: Erin Huntimer, Chris Gessele, Jill Beilke, Krista Rausch, Annette Willis, Lacey Lange, Stephanie Scheurer

III. Previous minutes

Krista provided board members with the minutes from the March 8 board meeting.

IV. Portfolio reports

- a. Past-President – Erin

Erin reported that IABC Great Plains has 45 current members. Two members recently lapsed – one is not interested in renewing and one is no longer in a position to renew. A few employees from CHI St. Alexius recently expressed interest in joining. Erin shared information on corporate memberships.

- b. President – Chris

Chris, Jill, and Steph delivered a webinar on communications basics for the North Dakota League of Cities in March. Chris said it went well, and they received positive feedback.

- c. President-elect – Jill

- d. Secretary – Krista

Krista continues to promote events on the website and social media accounts. Minutes and agendas have been published on the website. She is also sharing information on CW Magazine, upcoming webinars and area job openings. The last newsletter was sent out at the beginning of April.

- e. Treasurer/PD assistant – Lacey



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Lacey reported that the board's finances are healthy. There is a balance of \$10,717 in the checking account and \$5,930 in another account. The audit account has a balance of \$1,474. She is depositing monetary sponsorships for Communicate Stronger 2018 as they come in. A few expenses remain for Communicate Stronger 2018, including \$3,250 in speaker costs, food and travel expenses for out-of-town speakers. These expenses will be paid in May.

Krista recently lost her wallet, inside of which was Chris's IABC debit card. Chris will call and cancel the card. Since Krista is incoming president, Lacey will request the new card to be issued in her name.

f. Professional Development – Annette

V. Open issues

a. PD events

i. PD recaps - feedback

ii. PD calendar – upcoming

The final professional development lunch for the season, Digital 2.0: Defining & Understanding Digital Marketing, will be held on April 19. So far, 16 people have registered for the event.

b. Communicate Stronger planning update

Krista provided an update on Communicate Stronger 2018. There are currently 39 people registered for the event. Annette, Steph, Lacey and Erin plan to attend, but have not yet registered.

Board members secured \$3,250 in monetary sponsorships and \$2,250 in in-kind sponsorships. In-kind sponsorships covered the venue, banners, a direct mail piece (design and printing) and lanyards for name tags. The direct mail piece, designed by Agency MABU and printed by KLJ, was sent out to about 350 businesses last week. Sponsors include: Basin Electric Power Cooperative (\$1,500 – monetary and in-kind), Bismarck State College (\$1,000 – in-kind), Odney (\$1,000 – monetary), KLJ (\$750 – monetary and in-kind), Great River Energy (\$500 – monetary), Agency MABU (\$500 – in-kind), Capital Electric Cooperative (\$250 – monetary). Gold sponsors will have their own tables at the event. Krista will purchase plastic stands and print off signs for these tables.

Basin Electric Power Cooperative agreed to donate two standing banners for the event. Because of this, they were provided with two additional free registrations, eight in total.



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Krista ran through individual responsibilities for the day of the event:

- *Chris will emcee the event and create a PowerPoint presentation, which will include speaker presentations, sponsor logos and the IABC and event logos*
- *Krista will greet speakers, assist with registration and take photos*
- *Annette will assist with registration*
- *Steph will post to social media*

Alex has requested a flipchart and markers to be used at the event. Erin said Basin will provide these items. She will be responsible for bringing these to the event. Alex also requested that attendees are provided with printed PowerPoint slides for his presentation. Krista will print these out.

Lacey indicated that a projector, three screens and four microphones (two lapel mics, two handheld mics) will be available to use for the event. The board will need to provide a computer.

KLJ will provide lanyards for the event. Krista will visit with her employer to request access to a nametag printer for the event. If the printer is not available, she will print nametags in advance of the event.

The board discussed door prizes and gifts for the presenters donating their time. Erin suggested purchasing gift cards for the Food Co-op instead of Starbucks. The board agreed to purchase gift cards for the Food Co-op for door prizes, but they will still purchase Starbucks gift cards for presenters who will be traveling from outside communities. The board agreed to provide four blankets and four mugs for door prizes. They will also provide gifts to the speakers who donated their time. Agency MABU will provide mugs, which will be paired with a gift card. Alex Dorr and Kostas Voutsas will also provide a few books for door prizes.

Krista will continue to promote the event on social media and in the newsletter. The planning committee will meet twice more before the event. The board will also meet again before the event. Any remaining details and responsibilities will be discussed at these meetings.

VI. New business

a. New Corporate Membership program

Erin explained the new corporate membership program. Under the new program, corporate members receive a 15 percent discount on the membership rate.

The board discussed succession planning. Angela Magstadt has expressed interest in serving on the board. A few other members have expressed interest in volunteer roles. Krista will share information on board openings on social media, the website and in a newsletter, which will go out in the upcoming week. As people express interest, she will request bios and photos.



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The board agreed to revisit by-laws and board member expectations, including meeting attendance. The board agreed that board members should be required to attend a minimum number of meetings. Krista suggested allowing for three absences. After that, the board could decide if the board member would remain in their role. Krista will consult an attorney and bring suggested revisions to the next board meeting.

The board also agreed to revisit the responsibilities of each board position. Krista will send the current position descriptions to board members. Each board member will review their position description and make changes as necessary. They will bring their revisions to the next board meeting.

VII. Actionable items

- *Communicate Stronger 2018*
 - *Chris will create a PowerPoint and emcee the event*
 - *Chris will work with Basin to create two standing banners in time for the event*
 - *Krista will purchase door prizes and table stands, and print table signs for Gold sponsors*
 - *Erin (Basin Electric) will provide markers and a flip chart for Alex's presentation*
 - *Krista will print off PowerPoint slides for Alex's presentation*
 - *Krista will purchase gift cards for door prizes and table stands for Gold sponsor tables. She will also print off signs for the Gold sponsor tables*
 - *A board member will need to provide a computer for the event*
- *Krista will send the current position descriptions to board members. Each board member will review their position description and make changes as necessary. They will bring their revisions to the next board meeting.*
- *Krista will share information on board openings on social media, the website and in a newsletter, which will go out in the upcoming week. As people express interest, she will request bios and photos.*
- *Krista will consult with an attorney about the board's current by-laws and bring suggested revisions to the next board meeting.*
- *Chris will contact Starion Bank and cancel his debit card.*
- *Lacey will contact Starion Bank and request a new debit card to be issued in Krista's name.*

VIII. Adjournment

Having no further business, the meeting was adjourned.