

MEHA Board Meeting Minutes
December 13, 2011

The meeting was called to order by President Carper. The following board members were present: Rob Carper, Dan Disrud, Molly Wellens, Kyle Johnsen, Solvei Wilmot, Joe Hibberd and Lori Green. The following committee members were present: Karen Casale, Laura Schmidt, Evan Henke, Candace Carmichael and Sharon Smith.

Introductions

A round of introductions was conducted. Tom Messina from Subway was welcomed to the group.

Agenda

The following item was added to the agenda: Active Advantage Program from Joe Hibberd under new business. M/S/P Wilmot/Disrud to approve agenda.

Secretary's Report

The following correction was made to the October 2011 minutes: Joe Hibberd is a board member and that item was corrected. M/S/P Disrud/Wilmot to approve the October 2011 minutes with corrections.

Treasure's Report

John Tracy sent an electronic report which Dan Disrud reviewed. Joe Hibberd clarified the Ecosoft Listerve item (page 1) is an annual payment for the board listserv. The NEHA Fall Conference in Rochester yielded a profit of \$4,000. Discussion centered on dividing this amount amongst the affiliates. It was determined past practice has been to divide and give back to affiliates based on attendance and the host (MN) pays for the entertainment. It was decided to hold this item until committee reports. M/S/P Johnsen/Wellens.

President's Report

President Carper stated he is looking forward to the Marketing Report's framework. Regonline is up and running and we will need to monitor it and fix problems as they arise. There will be maintenance requirements and costs associated with it. President Carper will not be able to attend the winter conference and he stated all board members are potential facilitators for speakers.

Committee Reports

Awards- Joe Hibberd stated there was an announcement in the fall newsletter for award nominations. Awards are described and applications are available on the website.

Conference- Laura Schmidt provided the agenda for the winter conference and only one time slot was still open. The regonline fee actually came to \$8 for registration and not \$5. Discussion centered around two options: option 1-should we lose some profit to keep the costs down OR option 2- do we increase the cost of the conference to cover all the costs of regonline? Solvei made a motion to go with option 1.

Sharon brought up the date for the spring conference. Dan thought the April date was too close to ballot counting. Karen also mentioned we should consider the weather for the golf tournament. Kyle made a motion to hold the conference May 9-11, 2012 due to the golf tournament.. M/S/P Johnsen/Hibberd. A message will be sent out to the listserve for a save the date notice.

Student Committee- Evan discussed student scholarships for conferences. Laura said the student fee amount is typically \$20 for the conference only and \$25 with Regonline. Evan also suggested a change in how the scholarship is awarded. He suggested we discontinue awarding one scholarship of approximately \$1,700 to awarding three at \$500/each.

Finance- Lisa Schreiferls reviewed and signed off on the Treasurer's Report.

History- Candace Carmichael read the history report and reviewed the 50th anniversary year activities. Submissions can be submitted for the time capsule by the end of the year and the committee is looking for a permanent home for the capsule.

Legislative- No Report

Membership- Membership is currently at 394 members. There have been some issues with Regonline but the committee is working through them with Joe. Dan is concerned with the automated emails and customer service. Dan also reported on the Code of Ethics Committee, chaired by Tim Jenkins, will present a report at the next meeting.

Newsletter- The next issue of the newsletter is being worked on. Molly Wellens will assist with gathering articles/items of interest to the membership.

Nominations- There has been no response from Mr. Servian regarding this committee and Rob has agreed to contact him. Nominations have to be approved by the board at the next meeting so the ballots can be sent out. Sharon also proposed a co-committee chair.

Marketing- Tom Messina is looking for board feedback before moving forward with the marketing plan. How can MEHA become bigger to the general population? A quick, simple solution is to improve the link to Face book from MEHAonline. Who we are to the public is important. The goals of the organization need to be reevaluated (SWOT analysis), the logo seems nondescript and not relevant. Strategies for the organization is to increase the scope of the membership and develop community based projects. Joe suggested a SWOT analysis should be completed before the strategic plan. The next steps should include the SWOT analysis and focus groups..

Old Business.

Mission Statement. Solvei and Molly met with Cathi Lyman-Onnka regarding facilitating discussion around the mission statement. Her fee would be approximately \$3,000 for twelve hours. Cathi suggested using survey monkey on what words the membership feels strongly about in developing a mission statement. It was decided to put this issue on hold and move forward with SWOT after looking at the objectives. Dan and Kim will proceed with a bylaw review.

President-Elect's Report

Dan discussed improving relations via e-commerce for the membership and the importance of looking at how we present to others.

New Business

Active Agenda Program. Regonline is part of Activenetwork.com and Joe inquired about offering active membership or should it be taken off the website. The cost of this program is \$60. It was decided to remove it from the site.

Next Meeting

The next meeting will be February 14th at MDH Snelling Office Park.

Adjourn.

M/S/P Hibberd/Johnsen at 3:20 p.m.

Respectfully submitted,
Lori A. Green, R.S.
MEHA Secretary