

**Minutes | APRA-NW Board Meeting | Sept. 28, 2017**  
Conference Call | 12-1pm  
**APPROVED 11/7/17**

Welcome and Introductions

Attending: all in attendance

Consent agenda:

Minutes from August 28, 2017 Board Retreat approved as presented.

New Business:

**Conference Planning** – Rachel

Dates & Venue

Rachel has received budgets from prior years (2016, 2017) and is reviewing and reaching out to venues.

- Preference for venues with parking options
- Space for breakout sessions
- Walkable to hotel
- Happy hour location on site or nearby
- Either Portland or Vancouver-based

Dates

- April 6
- April 27
- May 18

Programming

Rachel has compiled a list of suggested keynote speakers (below) and has received conference feedback from last year's conference. Kris looked up Shelby and she was familiar to her. Shelby previously worked as Occidental as well as Bucknell for 15 years. Lara knows Shelby – she started out in Research and is now the VP of Advancement. A list of intriguing speakers; would be nice to not have to pay for airfare.

Keynote

- Local: Shelby Radcliffe
- Big APRA: Onboarding from big APRA UC Davis
- Big APRA: Andollion Hackney from UCSD
- Rick Turoczy – pitching yourself and Portland's startup scene
- Corporate Philanthropy Programs
  - o Cambia
  - o PGE
  - o NW Natural
  - o The Standard
  - o Nike
  - o Adidas

- Under Armour
- Columbia Sportswear
- KEEN
- New Seasons
- Intel
- Umpqua Bank
- Vigor
- Fred Meyer

### **Add Kim Ostitis as Check Signer**

We need to have two signers in order to change the bank account at BECU over to Lindsey's name. Kris/Lindsey/Kim are the three governing officers for Apra-NW.

A motion was made by Lindsey and seconded by Kris to **add Kim Ostitis as an Authorized Signer on checking account**; motion passed unanimously.

### **Communications chair/director role**

Alexa has looked at other board make-up to contact some of them; most of the pages do have communications chairs; some of them have specific newsletter chairs; so it's communications and marketing together; Kris – thinks it would be very helpful. We might need to change the Bylaws; could start as *ad hoc*; agreed that we need a Bylaw change to bring this position on the board; more room for improvement in the Bylaws; *ad hoc* position for this year but include in Spring 2018 elections; need to check bylaw amendment process is 30-60 days; likely have plenty of time.

From Bylaws: up to three additional directors may be elected. Group decided to wait until the Spring for the Bylaw change and need to write up the job description, etc.

We should consider adding language about the board being able to appoint an ad hoc person, as needed, as part of a Bylaws change. We can still do communication out to members; start to slowly incorporate; but bigger initiatives would wait until new person is on board.

### **Responses from the chapter president listserv regarding our questions from the board summit – Kris**

Only got one response back; the group did have a communication person; crickets on finding a new list serv; Alexa has asked for recommendations from her internal IT department.

### **Onboarding process - Lindsay and Krista**

The onboarding process needs to be noted in the Bylaws and we need to build out the board descriptions with more details about time expectations and specific details. Moving forward: what do we need from everybody? Is each person going to write the description for their position? Lindsay and Krista could start descriptions.

Possibly put a bio blurb about each board member on the website and include in the newsletter? The bio component is part of the nominations process and is saved in the Google Drive. We are envisioning something shorter; Alexa will send some examples of bios from other APRA chapters.

### **Tracking project steps? – Krista**

Google Drive or Dropbox? – start with Google Drive and see if it works; Krista will send out notes and Lindsay will add.

#### Committee Reports:

- Mentorship – Krista

In October, Krista will be reaching out to people who she has matched up to look for testimonials.

- Membership – Anna-Liisa

No change in membership changes in last 30 days; she has been slowly going through the 3,400 emails in the Apra-NW gmail account and putting the membership ones into the membership folders; these also include some of the PayPal and conference emails via Wild Apricot; notifications of invoices, payments and renewals. She has made it back to July 2016.

In Wild Apricot, emails are sent to Krista and the Apra-NW account; memberships also forward to Anna-Liisa and she's forwarding to the Apra-NW gmail account; can she just send them to the membership email? Is this possible? Okay to take Krista off entirely; change the email addresses for different types of emails; will do a review and will send to the board with recommendations.

Bookkeepers – Anna Liisa contacted someone who does this; doesn't have room for new clients; got a new name to try; not sure if we want to move forward; Anna-Liisa will send the name to Lindsay.

- Webmaster – Alexa

Looked at several of the APRA pages; more than half of them have Twitter feeds; she can send some examples of some good ones; she has reached out to presidents/webmasters/communications people; LinkedIn pages aren't widely utilized by the members; have kept it off Facebook; she will send an example of two good websites; discuss and decide at October meeting; also have examples of newsletters; Metro DC and the Carolinas (had Board bio examples); one of them has an Ask a Mentor function; enter in a question and it goes to people who have volunteered to be the mentors; they answer the question and the answer is posted; anonymous as to sender; might be something to consider adding.

What's our preferred way of spelling? Bylaws say "Apra-NW" but then different ways within the document; Alexa will make sure that all the website pages and the job emails as well; Alexa recommendations to keep the hyphen for now.

- Secretary – Kim

Nothing much to report; Lindsey says that we're all good with the WA Secretary of State.

- Programming – Lara

Lara has started a new full-time job outside of prospect research running the research and database program for an executive search firm; might be some interesting cross-over; she will send Alexa her new job title and contact info for the website.

Mid-October: possible dates of 17, 18 or 24 – noontime or evening? Have done a mix of times; evening programs usually at 5pm; noontime might be better; will email details. Programming ideas: thanks to Krista for providing contact with Jessica Balsam with big Apra re Advocacy; will touch base. Krista has been in touch with a UW person regarding real property; Kim available for an out of the box programming. We need to do a test of webcasting using our GoToMeeting account – it is used currently by Apra Carolinas; possibly do a practice session; need to find out how many people can be logged into our GoToMeeting at the same time.

- Treasurer – Lindsay

Still working through the process of reconciling the last few years of treasurer transactions; getting bank accounts changed over to her; taking longer than she expected.

**Next meeting:**

Thursday, October 26<sup>th</sup> at 12pm.

Adjourned 1:00pm.

Respectfully submitted,

Kim Ositis  
Apra-NW Secretary