

**1. Call to Order and Welcome** (R. Ostman, 3 min)

**2. Conflict of Interest and Disclosure** (M. Maghari, 2 min)

Present and no conflicts: Patience Baach, Elizabeth Bolander, Margaret Glass, Josh Gutwill, Kim Kiehl, Michelle Maghari, Paul Martin, Rae Ostman, Camellia Sanford-Dolly, Nicole Singleton, Rebekah Sobel, Jill Stein, Claire Thoma Emmons, Elee Wood, and Renae Youngs

**Consent Agenda** (M. Maghari, 5 min) – Motion: Approval to Accept

- a. Minutes of the July 2017 Board Meeting (Management Agenda)
- b. President's Report (R. Ostman)
- c. Past President Report (K. Kiehl)
- d. Incoming President Report (E. Bolander)
- e. Treasurer Report (R. Sobel) – given as a verbal report and Nicole will post on Basecamp
- f. Secretary Report (M. Maghari)
- g. Vice President Organizational Development Report (M. Glass)
- h. Vice President Professional Development Report (C. Sanford)
- i. Vice President Outreach Report (R. Youngs)
- j. Association Management Company Report (Management Office)
- k. Membership Chair Report (P. Baach)
- l. Conference Planning Committee Report (C. Thoma Emmons)

Camellia moved

Renae second

**Deliberative Agenda**

**3. Review of Financial Statements and Budget Process** (R. Sobel/N. Singleton, 10 min)

- Statements have not changed, since we last discussed them. The full body of the financial report is available for review on BC. operating at a \$2k deficit.
- Annual asks from Board members and our annual ask from members has not happened yet...this should help close that deficit.
- The bulk of our expenses have already been realized, so now it will come down to closing the gap with the deficit.

- Budget process
  - Ready to review at the January meeting- Rebekah will work with Kim, Rae, and Nicole to put it together for the EC to review.
  - FIGs should get their budget requirements- Nicole or Rebekah will reach out and request that they will get revenue and expenses by Nov. 10. Renae will give the FIGS a heads up.
  - Camellia – will work on a PDC work group budget, based upon past activities.

#### 4. Fundraising Plan (N. Singleton, 5 min)

- This document is available in BC. Many of these features will not be new to VSA.
- Annual corporate partner program
- Marketing opportunities
- Online career center – will go live possibly mid-November. Promotion will begin at that time.

#### 5. 2018 Conference Update (C. Thoma Emmons, 10 min)

- Calls for sessions and pre-conference workshops went out. Deadline is December 8. Separate review and selection process between VSA and AMM.
- Working with AMM on a joint keynote speaker.
- Approval for Green Initiative – proposed by Josh Gutwill. CPC was on board with these initiatives. Full document will be posted on BC.
  - This will stay imbedded within the Conference Committee
  - Corporate sponsorships could provide some assistance
  - Nicole participates in all the committee meetings, and will be able to share this information across committees.
    - Choose a city that is in the middle, with direct flights.
    - Coastal conferences are big increase in carbon footprint
    - Eat less meat, this does not mean we are moving towards a vegetarian only conference
    - Hotel RFP- include a sustainability component to the proposal
    - Incentivize members to “green” their conference
    - Bring someone into the conference digitally
    - Survey AAM members- who work at small museums who cannot afford to attend our conference...not close to launching, but wanted to bring to the board.
    - *Rebekah approves, Margaret seconds all in favor of the motion*
- There is a report of the 2017 conference surveys and Claire will put it on BC.

#### 6. Membership Update (P. Baach, 10 min)

- Interview Executive Committee for Content
  - Chris Cadenhead will head the Communications WG. Patience and Nicole will sit on the WG. We have 6-7 members on the WG! Information and content can be sent to Chris Cadenhead and you can cc Patience.



- Interview the new Journal editors.
- Channels- Newsletter will come back! They will help with FB content.
- PD content that is related to VSA and some that is not related directly VSA. Articles from around the field.
- Send Patience an email if you are not willing to be interviewed.
- Each committee should have an item on their agenda for topics/content. Nicole will add a section on the report template.

7. Strategic Planning Process and Task Force Creation (R. Ostman, 10 min)

- Review the strategic doc with your various committees to discuss goals that you plan to complete in 2018. Think about the resources you might need to achieve those goals.  
Aligning activities across committees and budget
- Two years out for planning- 2019-2020 planning at the July 2018 board meeting.
- Conduct some prep work at the January and April board meetings.
  - Members of the Task Force – Elizabeth, Paul, Rebekah, Kim, and nominated Elee

8. Board Meeting Topics for Future Meetings (R. Ostman, 5 min)

- Budget, FIG Initiatives – January
- Strategic Planning – July

9. Other Business (All, 5 min)

- Reminder to send people to Renae or Camellia for the WG's

10. Meeting Adjournment

Rae moved

Patience Second

Submitted by Michelle

(11.10.17)