



Visitor Studies Association
Visitor Studies Association
Board of Directors Meeting Minutes
July 19, 2017 | 8:00am ET

1. Call to Order

The Visitor Studies Association Board of Directors Meeting was called to order at 8:35am ET. The following were in attendance: Kim Kiehl, Joe Heimlich, Ly Foor, Jennifer Borland, Camellia Sanford-Dolly, Michelle Maghari, Kathleen Lawson, Jim Kissel, Laura Huerta Migus, Renae Youngs, Elee Wood, Rae Ostman, Nicole Singleton, and Emma Gardner.

The Board of Directors conducted introductions.

2. Approval of Agenda

Joe Heimlich moved to approve the Consent Agenda. The motion was seconded.

Renae Youngs challenged the board to talk to a new person twice and she would donate \$5.00 for each person talked to per board member. Joe Heimlich and Elee Wood agreed to match the donation.

3. Officer and Committee Reports

Each board member was provided two minutes to report.

Jennifer Borland reported that the Professional Development Committee had a successful year. She reviewed their 2016 – 2017 Goals. The committee accomplished the following: picked April Award Winners, Silent Auction submissions, held a regional workshop (five attendees and earned funds for VSA), 13 proposals for conference workshops received with nine total workshops with 77 participants, five hangouts and a webinar with Beverly Serrell.

Camellia Sanford-Dolly reported the conference committee was extremely busy this year and worked to streamline some of the processes.

Michelle Maghari indicated that there was a membership-wide survey. The survey brought to life a number of challenges and highlighted how best to move forward. They hired a social media contractor to establish VSA's presence on social media. A membership campaign was held.

Kathleen Lawson, VSA Treasurer, indicated that she has been working on the transition with the management company.

Laura Huerta Migus indicated that the elections took place and the committee modified the nomination task force's process. The fundraising/development committee worked with the management company to solicit sponsors.

Rena Youngs indicated that Sarah Davis planned three membership engagement opportunities for this year's conference. There will be New Member Hangout tables during the conference. Nearly 60 people registered for the ice cream social.

Elee Wood indicated that she served as a Liaison for the two committees that reported.

4. Financial Report

Nicole Singleton reviewed the Financial Statements as of June 30, 2017, with the Board of Directors. The total assets of VSA as of June 30, 2017, is \$112,700.99. Singleton also reported that the management company negotiated to lower the Food and Beverage Minimum at the Westin Columbus hotel by \$4,000. The Audio Visual invoice was also further negotiated lowering it by 30% for a savings of nearly \$3,000.

5. Visitor Studies Journal Editors

Rae Ostman indicated that the Editorial Board has endorsed Kevin Crowley and Karen Knutson to be journal co-chairs. Jim Kissel provided an overview of the two co-editor candidates. Rae moved to approve the motion to accept the endorsement of the new journal editors. The motion passed.

6. Who Are We? - Laura Huerta Migus

Laura showed the Cupped Hands Model to the Board of Directors. This model demonstrates the difference between management and governance with an aim to help leadership know what their roles are. Each participant should feel a part of an integrated whole instead of fighting against each other. CEO's (Executive Director's) job is to review internal staff processes. Board's job is to monitor the overall outcomes and health of the organization. What are the key indicators of success? Board members need to provide content ideas from their industry. It was recommended that each board meeting be started with:– What's the most exciting thing happening in visitor studies today? Strategic planning provides the guideposts. Huerta Migus suggested having a board reflection team that reviewed the strategic plan. She also encouraged the board to be willing to trust the management team.

Joe Heimlich indicated the board should be allowed to think and not do. It has to be focused on moving the field forward.

7. How Can We Work Together More Effectively? – Kimberlee Kiehl

Kimberlee Kiehl facilitated a discussion regarding a review of the organization's current state. The following was discussed:

What do we value?

- Identifies visitor studies as a profession

- “My people” – provides a professional identity
- Community of belonging (Summer camp; family reunion)
- Sense of eminence in peer group
- Recognize those that produce exemplary work – April Awards
- Practical approach – helping members improve their own practice

What would you change?

- Opportunity to consider how VSA should function as the “voice” of the field
- How does VSA establish practice standards
- Growth and more regional professional development opportunities
- Passing on history/heritage

Are there things that we would like for our field?

- Salary Survey specific to visitor studies (AMM talked to a low number of people; 12 – 14 individuals)

Who else can use the information Visitor Studies offers?

- PD has been cut out of many organization’s budgets

8. Where do we want to go – Rae Ostman

Rae Ostman introduced the plans for the small group strategic planning session, which would take place later in the day.

9. Where are we now? – Renae Youngs

Renae Youngs provided a detailed overview of the membership survey results. The placemat document was provided in the Board Packet.

10. How do we get where we want to go? – Rae Ostman

Rae reviewed the SWOT Analysis that was developed by Board members’ electronic responses prior to the Board meeting. This information was included in the Board packet. Four key focus areas were identified: Financial Stability, Leadership Development, Membership and Communications. The notes from brainstorming session was captured on easel flip chart paper.

11. What happens next?

It was determined that the strategic planning notes would be reviewed and a task force to further develop strategic plan would be created. Once the information was further digested, a draft plan would be presented to the Board of Directors.

12. Adjournment

The meeting was adjourned at 4:13pm ET.