



BOARD MEETING MINUTES **July 8, 2016, 8:15-10:00 a.m., Macky 230**

CWA Board Members Present: Charlene Coutre, John Griffin, Meredith Maney (via Skype), Tina Marquis, Marc Rochkind, and Peter Spear

CWA Board Members Absent: Stephanie Rudy, Tom Zeiler, Tracy Ferrell

Attendees: Margaret DeMichelis (Senior Director of Development, Music, Arts & Culture), Amanda Roper (Outreach Coordinator), Erin Rain (Sr. Manager of Marketing and Media Relations), Alan Culpepper (Director of Operations and Marketing), and Betsy Hand (Vice Community Chair)

Minutes prepared by: Erin Rain

I. Public Comment

- a. No public comments

II. Preliminaries

- a. 2016-17 Board Meeting Schedule
 - i. Agreed on first Thursday of each month from 8:00 – 9:30 a.m. for Fall 2016 meetings
- b. Approval of June Board Minutes
 - i. Approved, 4 in favor, 1 abstaining
- c. Amended Governance Structure
 - i. Student leader selection mechanism revised
 1. All in favor of amended governance structure, approved

III. New Business

- a. Athenaeum Rebrand Presentation (Alan Culpepper)
 - i. A presentation was given to the board proposing the renaming of CWA Athenaeum to “CWA Speaker Series”
 1. Goal is to increase attendance and engagement (in support of the strategic plan) with a clearer name association to the CWA brand. Will help show year-round programming opportunities from the CWA.
 2. This rebrand is part of a larger discussion with University Strategic Relations about the benefits of aligning the CWA with CU brand standards.
 3. Structure of the event and tradition of Athenaeum will remain the same.
 - ii. John Griffin reviewed the promotion plans for the announcement of the speakers coming this year. Tina Marquis suggested a community kickoff event to be clear that everyone is invited to the series.
 - iii. Peter Spear made a motion to call it “CWA Visiting Speaker Series”, Tina Marquis seconded the motion
 1. A vote was held and “CWA Speaker Series” was chosen: 5 votes in favor, 1 opposed.
- b. 2017 Registration Options
 - i. John Griffin polled the board for sentiments around different types of registration/attendee information gathering strategies for 2017.

1. Require metrics to evaluate the strategic plan concerning audience demographics.
 - a. Marc Rochkind opposed registration in any form, shared his plan of gathering information needed by asking audience to complete an information card.
 - b. Tina Marquis is opposed to registration for specific sessions because she favors the flexibility audience members have to modify schedule on the go. Tina suggested a place on our website or mobile app where people could voluntarily submit information.
 - c. Charlene Coutre and Peter Spear are opposed to registration as they wouldn't want attendees to assume it will mean there will be a fee. Would like to consider other ways to gather information.
 2. John Griffin said the CWA office will take their feedback under consideration and come back with a proposal.
- ii. Fundraising
1. Margaret DeMichelis presented a recap of fundraising efforts following the end of the recent fiscal year.
 - a. The review included planned and annual gifts.
 - b. The CWA fundraising goal was met for 2015-16 when all gifts are included.
 - c. There will be upcoming meetings scheduled soon to lay the strategic framework for fundraising for the upcoming year.

IV. Meeting Adjourned at 10 am

- a. Strategic Plan Goals Update (John Griffin) - Postponed to Next Meeting