



## **BOARD MEETING MINUTES** **January 19th, 8:00-10:00 a.m., Macky 230**

**CWA Board Present:** Charlene Coutre, Tracy Ferrell, Betsy Hand, John Griffin, Meredith Maney, Tina Marquis, Marc Rochkind, Peter Spear and Tom Zeiler

**CWA Board Absent:** None

**Attendees:** Alan Culpepper (Director, Marketing & Operations), Erin Rain (Sr. Manager, Marketing & Media Relations) and Katie Grady (Conference Coordinator)

**Minutes prepared by:** Katie Grady

### **I. Preliminaries**

- a. No Public Comment
- b. Approval of 11/3 Board Minutes
  - i. Betsy Hand Motions, Tina Marquis Seconds, 1 Abstention, Minutes Approved
- c. Upcoming Key Dates
  - i. 2/2 – CWA Speaker Series Event – Lee Fang, Investigative Reporter, The Intercept
  - ii. 2/8 – Inaugural CWA 2017 Preview, Dairy Center for the Arts, 6:30 PM
    1. 3 Speakers in Attendance that will be interviewed in onstage presentation
    2. Board Members Invited
  - iii. 2/9 – February Board Meeting
  - iv. 2/11 – Program Committee Planning Saturday
  - v. 2/23 – CWA Speaker Series Event – Rosanna Myers, CEO, Carbon Robotics

### **II. Announcements**

- a. Program Committee Briefing
  - i. 85 Acceptances – Goal 100
  - ii. Potential 111
  - iii. More Speakers here 2 – 3 days, due to the holiday week
  - iv. Better proportion of Female to Male (45% to 55%)
  - v. Returning to New is about 50 – 50%
  - vi. Looking at Potential Panel Series of Food, Space, & Democracy
- b. Professor Requested Classroom Visit & Panels
  - i. Positive Feedback from the Board on the New Online Request Form
  - ii. Idea: Ask Faculty to request “area” of speaker prior to Speaker Announcement
- c. Concurrent Events
  - i. Has also moved to an Online Event Request Format
  - ii. This year in exchange for publication of event in the CWA Program, concurrent event partners will be asked to promote CWA to their distribution list
- d. Alpine Modern Event
  - i. Hosted by: CWA, Cure Farms, Alpine Modern Café, & Boulder Lifestyle Magazine
  - ii. Idea came out of the “13ers Committee” in the Fall

- iii. Presented 12 Speakers to the attendees to select 4 to speak on a panel Wednesday at 5:30 pm at the Dairy during Conference Week
  - 1. The Goal: Introduce the Program Committee Experience to a new demographic and introduce CWA behind-the-scenes.
  - 2. For the Wed 5:30 pm event, we will experiment with registration
- iv. Photos from Alpine Modern will be in Boulder Lifestyle March Edition
- e. Politics & Media Sub-Committee
  - i. Co-Chairs stepped down, Stephanie Rudy & Katy Yates have resumed their previous co-chair positions.
  - ii. Anticipating Next Year: Use the Summer Chairs Retreat to address how to best work through conflict within the committees
    - 1. Embracing inviting speakers that you disagree with your beliefs
    - 2. Agreeing to Disagree & continuing to work collaboratively
    - 3. Staying through the year-long commitment
  - iii. As Chairs are now elected as opposed to previously selected, the democracy can create conflicts.
  - iv. Idea: Establish "Norms" of expected behaviors
    - 1. Every meeting, hand out Code of Ethics/Norms (Tina)
    - 2. Goal: To be a good example for students (Alan)
  - v. This year we have provided more social opportunities for Committees/Chairs to Interact (Trivia Night, Night out at the Kitchen) to establish better working relationships.

### III. Old Business

- a. Inclement Weather/Crisis Plan
  - i. Alan Culpepper has created a plan for communicating messages for either weather issues or emergency situations to be implemented by the Office Staff
  - ii. Feedback from the University is an appreciation that we are working with them and preparing these plans
  - iii. This also prepares us if we bring high profile speakers who need extra security that will have a campus-wide effect.
- b. 2020 Schedule
  - i. In the past: CWA has always been 2 weeks after Spring Break.
  - ii. Venues are booked 3 to 5 years in advance.
  - iii. This year: CWA Week falls on the week of Passover/Good Friday/Easter Sunday
  - iv. The next time this happens is in 2020
    - 1. CWA is currently set for 4/6-4/10
      - a. Passover 4/8, Good Friday 4/10, Easter 4/12
    - 2. Proposed – Move to 4/13 – 4/17
      - a. Still Easter Sunday 4/12
    - 3. Idea: Could Move to 4/20 – 4/24
      - a. Con: Would be worse for Students Availability
      - b. Con: Would be hard for Professors later in the semester
    - 4. Decided: Move to 4/13 – 4/17
- c. "Greening Initiative" Update
  - i. Alan Culpepper secured a donation of Polar Water Bottles to give to the Speakers, eliminating the need for plastic water bottles at panels

- ii. Printing Programs
  - 1. Previously: Printed 18,100 copies of the newsprint program that was included in *Daily Camera*
  - 2. This Year: Print a smaller insert of the CWA Schedule in *Daily Camera*
  - 3. This Year: Nicer/Magazine-esque copy of the Full Program
    - a. Pro: Attendees with throw away less
  - 4. This Year: Push app adoption earlier and more often
    - a. Goal: 2,000 Downloads
  - 5. This Year: No Donation Envelopes in Program (Had a negative ROI)
    - a. Instead: Donation messaging in the Program and Donation table on site in “Conference Hub” of Atrium
    - b. Idea: Donation Table by Bookstore in Macky
    - c. Idea: Dollar Donation Jar
    - d. Idea: Choose Time a Day that Moderators give Fundraising Pitch
  - 6. Result: 880,000 Less Printed Pages with estimated savings of \$20,000

#### IV. New Business

- a. Proposal to Amend Board Election Procedure
  - i. Current language: The Program Committee’s Community Chair will automatically be appointed to the board, subject to the term limits described below. The three other members elected by the Program Committee will be from the Boulder Community and will each serve a three-year term (initially one will serve a one-year term, and one will serve a two-year term, so that terms are staggered), with re-election for a second three-year term upon election by the Program Committee. No elected member of the Boulder Community may serve on the Board for longer than two consecutive terms.
  - ii. Proposed language: The Program Committee’s Community Chair will automatically be appointed to the board, subject to the term limits described below. The three other members elected by the Program Committee will be from the Boulder Community and will each serve a three-year term (initially one will serve a one-year term, and one will serve a two-year term, so that terms are staggered), with re-election for a second three-year term upon election by the Program Committee. **No more than one of these three additional members shall be a member of the CWA Program Committee.** No elected member of the Boulder Community may serve on the Board for longer than two consecutive terms.
  - iii. Rationale: The CWA benefits in a number of ways from engaging new members of the Boulder community.
  - iv. Board Feedback:
    - 1. Pros: It ensures fresh perspectives from those not involved in the operations
    - 2. Pros: 2 Program Committee members could still be on the Board (including the Community Chair)
    - 3. Cons: Program Committee members give more insights into the CWA Operations.
    - 4. Cons: Next election Marc Rochkind would not be able to run for his seat.
    - 5. Cons: Might disqualify new enthusiastic volunteers who try out the Program Committee

6. Cons: We would be shutting out the most experience people from the governing body.

v. Ideas:

1. Define "Program Committee"
2. Mandate at least 1 of 3 Community Positions not be a member of the Program Committee
3. Change the Election Procedure should change from having the members of the Program Committee vote

vi. Motion: Postpone the vote and allow the Board time to review

1. All in agreement

**V. Committee Reports**

a. None

**VI. Meeting Adjourned at 9:45 AM**