



UNAPPROVED

BOARD MEETING MINUTES

November 3, 2016, 8:00-10:00 a.m., Macky 230

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

CWA Board Absent: Peter Spear

Attendees: Paul Repetto (Strategic Planning Committee, Business background), Alan Culpepper (Director, Marketing & Operations) and Amanda Roper (Outreach Coordinator)

Minutes prepared by: Amanda Roper

I. Preliminaries

- a. Welcome and Introductions (Paul Repetto)
- b. No public comment
- c. Approval of 10/6 Board Minutes (handout)
 - i. Betsy Hand motions, Tom Zeiler seconds, all in favor, minutes approved.
- d. Upcoming Key Dates
 - i. 12/1 - December Board meeting
 - ii. 12/1 - CWA Speaker Series Chris Moody, Twitter (POSTPONED from 11/3)

II. Announcements

- a. Program Committee briefing
 - i. A co-chair from one committee stepped down. Committee moving forward.
 1. Suggestion: A preliminary training for CWA program committee members and to build a volunteer culture.
 - ii. 60 of 100 speakers have accepted.

III. Old Business

- a. No old business was discussed.

IV. New Business

- a. Business Planning Committee recommendations
 - i. Key Questions
 1. Should greater investment be made in speaker recruitment, including travel support, stipends, lodging, and a reduced time commitment?
 - a. Speaker funding:
 - i. Speaker stipend. Idea: Two tracks of grants. One for underrepresented and one for an entertainment category.
 1. Pros: Increase visibility
 2. Cons: Risk community pushback

- ii. Travel stipend: Various levels of need across the different committees. Suggestion: Travel stipend for women and minorities. Business committee suggestion: The program committee submits a salary, travel residence, misc. report / request. Idea: New speakers vs returning speakers. Idea: Have a different travel stipend for international participants.
- iii. Lodging stipend: Housing is a real benefit for the CWA. People who could pay for their own hotel may not pay for their own hotel.
- iv. Idea: Provide a childcare stipend

2. Should Audience members be registered?

- a. Students won't have to register. It would be a registration for the overall conference. Not per session registration. Concern: Registration may cause pushback overwhelm the community.
- b. Non-binding vote for the 2017 CWA: Do you support required registration yes or no. (Non-student, overall conference registration.) Voted, 0 board members are for required registration in 2017. Open to it in 2018.

3. Should CWA donors be provided additional, but non-customary benefits?

- a. Suggestion: As long as it has nothing to do with the sessions. No special treatment for the sessions. Suggestion: Special reception for donors.
- b. Office will bring back some proposed policies around donors to the board.

b. Committee Reports

i. Fundraising committee

- 1. Fundraising committee is focused on business support. Committee is helping CWA connect to potential support through community members.
 - a. Currently in communication with various corporate support from around the community.
Suggestion: formalized relationship with corporations.

V. Meeting adjourned at 10 am