



BOARD MEETING MINUTES **February 9th, 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: Hilary Vartanian (CEO, Meris Limited), Alan Culpepper (Dir., Marketing & Operations), Erin Rain (Senior Manager of Marketing and Media Relations) and Katie Grady (Conference Coordinator)

Minutes prepared by: Katie Grady

I. Preliminaries

- a. Introductions
- b. No Public Comment
- c. Board Approval of 1/19 Board Minutes
- d. Recent and Upcoming Key Dates
 - i. 2/2 – CWA Speaker Series Event – Lee Fang, Investigative Reporter, The Intercept
 1. Collaboration with CMCI and was a successful model for future partnerships
 2. There was standing room only for event in Hale 270, with many students in attendance.
 3. Lee attended multiple classes during his visit
 - ii. 2/8 – Inaugural CWA 2017 Preview, Dairy Center for the Arts, 6:30 PM
 - iii. 2/11 – Program Committee Planning Saturday – 8 am to 5 pm
 - iv. 3/9 – March Board Meeting

II. Announcements

- a. Program Committee Briefing
 - i. 101 speaker acceptances, 18 countries represented
 - ii. The Food Series is underway
 - iii. Sub-Committees are working to find the right balance for Student & Community Chairs responsibilities
 - iv. Committees are looking at potential Guest Speakers to strengthen the program

III. Old 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. Amended, 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 two of the three additional members shall be a current or recent chair of any subcommittee of the CWA Program Committee or a current or recent member of a subcommittee numbering more than 8].** No elected member of the Boulder Community may serve on the Board for longer than two consecutive terms.” **[Note: need to define “recent”]**

- iii. Proposed Change: “Numbering more than 8” to “Program Content Committees”
 - 1. Board Vote: Change Approved.
 - a. Peter Spear motions, Marc Rochkind seconds, all in favor
- iv. Proposed Change: Remove “or recent”
 - 1. Board Vote: Change Approved
 - a. Betsy Hand motions, Marc Rochkind seconds, all in favor
- v. Proposed Change: Remove “(initially one will serve a one-year term, and one will serve a two-year term, so that terms are staggered)”
 - 1. Proposed change withdrawn by Marc Rochkind
- vi. Proposed Change: “No more than two of three additional members shall...”
 - 1. Board Vote: Change Approved
 - a. Betsy Hand motions, Charlene Coutre seconds, all in favor
- vii. Future Proposal: Community member must receive at least 25% of votes cast

- b. Proposal to Modify Governance Structure
 - i. Proposed Change: Add the “Keynote Committee” to the “Program Content Committees”
 - ii. Board Vote: Change Approved
 - 1. Betsy Hand motions, Meredith Maney seconds, all in favor
 - iii. Next Step: John Griffin to present to the Chancellor for approval

IV. New Business: A Discussion with Hilary Vartanian (CEO, Meris Unlimited)

- a. Partnership with Hilary Vartanian
 - i. Through the 2018 Conference, Hilary will be working with the CWA to uncover opportunities for corporate support in the form of potential speakers, corporate sponsorships, and media coverage.
 - ii. Goals of Partnership/Benefits to CWA:
 - 1. Greater financial support & stability
 - 2. Raise media visibility - bringing prestige to CWA, the University, and Boulder
 - 3. Attract a new strata of speakers
 - iii. Restriction: Keep a separation of “Church and State” by providing business opportunities without unduly influencing the content of the Conference or giving up the current CWA financial model.
 - iv. Operational Plans:
 - 1. Hilary will provide the CWA “categories of businesses” for the CWA to decide which we feel comfortable supporting the Conference.

- 2. Hilary will then pursue opportunities and report monthly to the Faculty Director bringing forward any potential partnerships.
- 3. The CWA then decides if we would like to move forward.
- v. Benefits to the Corporations
 - 1. Provides the Halo effect of affinity to beneficial cultural organizations that support free-exchange of ideas.
 - 2. Provides an opportunity to sample their product,
- b. Board Recommendations
 - i. Make very clear criteria for...
 - 1. The separation between “the ads” and “the Conference content”
 - 2. The consideration of corporation proposed speakers
 - 3. The relationship/”use” of our speakers for corporate sponsors
 - 4. Who is the decision makers for sponsorships and speakers
 - 5. How the decision making process is communicated to CWA community
 - 6. Any “Naming Rights” opportunities
 - 7. Preventing certain topics/areas from receiving more focus decreasing the diversity of the Conference.
 - 8. Preventing too many 1-day speakers
 - ii. “Put our toe in the water and try it out”
 - 1. Utilize the Board to ensure this path stays in the best interest of the CWA.
 - 2. Generate a resolution to guide this relationship.
 - iii. Board Directive: Form a Sub-Committee to review current opportunities and draft a document with guidelines/parameters for the Board’s consideration.
 - 1. Board members volunteering for Committee: Betsy Hand, Meredith Maney, Charlene Coutre, Tina Marquis, and John Griffin
 - 2. Committee will meet next week.

V. Committee Reports

- a. Fundraising Update: Waiting on update from the A&S Advancement Department.

VI. Meeting Adjourned at 10 AM