



## **BOARD MEETING MINUTES**

**March 13, 2020, 11:30 am - 1:30 pm, Virtual Zoom**

**CWA Board Present:** Steve Bosley (Observer), David Brown, Alison Cool, Leslie Durgin, Rashel Gandhi, John Griffin, Margaret Hollingsworth, Tina Marquis, Shelly Miller, and Nathan Roura

**Absent:** Peter Spear (Observer)

**Attendees:** Betsy Block (Human Condition Subcommittee Chair), Alan Culpepper (Director of Marketing and Operations), Katie Grady (Conference Coordinator), Betsy Hand (Community Chair Emeritus), Jamie Krutz (Arts Subcommittee Co-Chair), Yvette Lowney (Keynote Subcommittee Co-Chair), Millie Montgomery (Human Committee Subcommittee Co-Chair), Erin Rain (Senior Marketing Manager), Bob Wegner (IA Subcommittee Co-Chair) Kathy Wegner (Program Committee Vice-Chair)

**Minutes prepared by:** Katie Grady

### **I. Preliminaries**

- a. Public Comment
  - i. Betsy Hand: In support of Margaret Hollingsworth and Kathy Wegner's opposition of the early adoption of 50/50 themes for 2021 and instead try to resurrect this year's conference structure.
  - ii. Jamie Krutz: Would like to have more time for the program committee to discuss the MEAT recommendations with the Board members.
- b. Approval of 1/31 Board Meeting Minutes
  - i. Allison Cool Motions, John Griffin Seconds, All in Favor, Approved
- c. November Minutes
  - i. John Griffin: Amended that the approval of CWA dates was for the date window not length of CWA.

### **II. Old Business:**

- a. Structure to Support a Theme Based Conference (Postponed to April Meeting)
- b. Board Votes on Remaining Analysis Team Recommendations (Postponed to April Meeting)
  - i. John Griffin calls for a vote at next meeting on the MEAT Recommendation
  - ii. Tina Marquis requests to review Stakeholder process that have already occurred
  - iii. Margaret Hollingsworth recommends further input from the program committee is needed.
  - iv. Shelly Miller to meet with Peter Spear to prepare for next meeting.
    1. 8 in favor, 1 opposed
- c. Board Composition/Election Procedure

- i. Current Governance Structure Language: “No more than one of the two additional members [after the Community Outreach Chair and Program Chair] shall be a member of a program content subcommittee as of March 1.”
- ii. Motion by Tina Marquis that this requirement be lifted.
- iii. Seconded by Rashel Gandhi
- iv. All in Favor, Approved.

### III. New Business:

- a. Update on Campus COVID-19 Policy
  - i. Per David Brown: Worse-case scenario universities are being told to prepare for is a resurgence of the virus in the fall and all fall sports be cancelled.
  - ii. We should treat our volunteers with the same precautions being implemented for CU employees
  - iii. End of April 2021 Chairs Retreat – will likely need to be rescheduled or virtual.
- b. CWA 2020 Options
  - i. John Griffin, Leslie Durgin, Margaret Hollingsworth, and Kathy Wegner met to discuss options.
  - ii. Fully Online CWA 2020
    - 1. Leadership team not supportive of this option
  - iii. Do a CWA 2020 in the Autumn
    - 1. Idea: Use this fall to hold a 2 or 3-day paid fall event
      - a. Recommendation: Have some unpaid opportunities
    - 2. Macky’s availability Sept 7-11 and we have a tentative hold.
      - a. Can keep hold until another requests dates then 48 hours to book
    - 3. UMC has Sept 8-10 could be in the ballroom up until 3 pm.
    - 4. May be difficult to get speakers to commit right now
    - 5. Recommendation: Gather a small group in April to look into this idea further and consider all of the variables
      - a. Include input from the students on this group
      - b. Include many Program Committee volunteers in the group
      - c. Need to take into consideration how this pandemic is affecting our volunteers right now and their ability to plan.
  - iv. No CWA in 2020
    - 1. Invite 2020 speakers for April 2021
    - 2. Could Program Committee begin planning/recruiting for 2022?
      - a. Pro: Would help for Marketing and exploring Strategic Plan ideas
      - b. Con: “Redoing” 2020 might be more work than anticipated
      - c. Pro: Without looking ahead volunteers may have too little to do
    - 3. John Griffin proposes: Funding flights for 2020 senior students to attend CWA 2021.
  - v. Board Proposal: Katie to take a survey of 2020 speakers to see who would be able/willing to attend 2021. Adhoc group to meet in April to discuss Autumn possibilities, consisting of Alan Culpepper, John Griffin, Margaret Hollingsworth, Leslie Durgin, Betsy Hand, Betsy Block, Kathy Wegner, Yvette Lowney, and Lauren Daniels.

- vi. Communication Recap
  - 1. We first learned of the cancellation of events when the rest of campus did
  - 2. First Katie alerted speakers
  - 3. Erin, John, and Margaret alerted Program Committee
  - 4. Messaging on the website and to the Newsletter List
  - 5. Housers, Moderators, Producers have been alerted
  - 6. Daily Camera and CU Independent articles
  - 7. Advertising and Marketing has been disabled
  - 8. Board Recommendation: Communicate one more message that shares that the next CWA will be in April 2021.
    - a. An especially important message for the fundraising side
    - b. Include links to past years videos and audio archives.

#### **IV. Committee Reports**

- a. Development Committee
  - i. Good opportunity right now to regroup and develop plan moving forward
  - ii. Raised ~\$77,000
- b. Program Committee
  - i. Recommendation to pick a couple “best of CWA” panels and share them virtually during CWA week

#### **V. Upcoming Dates**

- a. April Board Meeting – 4/17, 11:30 – 1:30, Virtual Meeting
  - i. Adhoc Committee Recommendations
  - ii. Vote on MEAT Strategic Plan Recommendation
- b. April Chairs Retreat – Date/Meeting Logistics to be reviewed
- c. May Board Meeting
- d. June Board Meeting

#### **VI. Meeting Adjourned at 1:30 PM**