



BOARD MEETING MINUTES

June 6th, 1:00-3:00 p.m., IBS 401

CWA Board Present: Charlene Coutre, Tracy Ferrell, John Griffin, Manuel Laguna, Tina Marquis, Tess Rose (via Skype), and Peter Spear

CWA Board Absent: Betsy Hand

Attendees: Bob Baskerville (Program Committee Member), Erin Rain (Senior Manager of Marketing and Media Relations) and Katie Grady (Conference Coordinator)

Minutes prepared by: Katie Grady

I. Preliminaries

- a. Introduction of New Board Members
 - i. Tess Rose, Student Volunteer Coordinator, 1-Year Term Student Seat
 - ii. Manuel Laguna, Director of Global Initiatives, filling the Fall Semester of Tom Zeiler's 3-Year Term University Seat while Tom is on sabbatical.

- b. Public Comment
 - i. Bob Baskerville – Potential Partnership with the Boulder Museum
 1. Idea: Use the new museum space as an off-campus venue for panel/small function or collaborate with the Arts Committee to showcase an exhibit during CWA Week.
 2. Board Feedback: Boulder Museum seems like a great alignment with the CWA's educational values and they would be interested in exploring further.

II. Election of Board Chair and Vice Chair

- a. Nomination – by John Griffin: Tina Marquis for Chair
 - i. Charlene Coutre seconds, no other nominations, 6 in favor, 1 abstention (Tina)
- b. Nomination – by Tracy Ferrell: Tracy Ferrell for Vice Chair
 - i. Peter Spear seconds, no other nominations, 6 in favor, 1 abstention (Tracy)

III. Administrative Matters

- a. Board Vacancy
 - i. Marc Rochkind has publically stepped down from his Board seat.
 - ii. Board Recommendations:
 1. At this time a public response is not necessary.
 2. Communicate to the public the option for public comment at Board Meetings and include the link to the financial breakdown on the website.
 - iii. Conflicting Procedures for Board Vacancy
 1. The CWA bylaws state “In the event of an unplanned Board vacancy the vacant seat shall be filled on an interim basis by an otherwise eligible individual appointed by the Chancellor or designee (in the case of a CU-affiliate) or the Community Chair (in the case of a community member).”
 2. The CWA Governance Structure states, “When a vacancy occurs, it will be filled as soon as practicable for the remaining term and in the same manner as the appointed or elected position vacated.”

3. Board Motion – by Peter Spear: Due to conflicting procedures, Community Chair to appoint interim replacement until the next regularly scheduled election, at which time the seat will be elected for the rest of the 2-year term, if the Community Chair is comfortable doing so.
 - a. John Griffin seconds, all in favor.
 4. Future Motion: Address this discrepancy between the bylaws and governance structure.
- b. Approval of 2/17 and 4/27 Board Minutes
 - i. John Griffin moves, all in favor, minutes approved.
 - c. Board Meeting Cadence for 2017-18
 - i. Board Motion – by Peter Spear: Schedule monthly and if not needed meeting can be canceled.
 1. John Griffin seconds, all in favor, approved.
 - ii. Office will organize meeting dates.
 - d. Approval of Revised Governance Structure
 - i. Moved to the Agenda of the next Board Meeting
 - e. Report from Program Chairs Retreat
 - i. Concern – by Charlene Coutre: The new planning timeline and the organization of the themes in the summer, changes the contract of the Chairs’ time commitment and the involvement of students.
 1. Office Rationale for the earlier timeline:
 - a. Better aligns the CWA planning with the academic schedule of the University, which increased the inclusion of the CWA with the University syllabi and classroom integration.
 - b. Allows more time to market the conference and program
 - c. Alleviates the time constraints on the logistic preparations
 2. Tess Rose’s perspective re: Involvement of Students:
 - a. Allows for more engagement of students in the Fall Semester, where it was previously a lighter agenda, before shifting to logistics in the Spring Semester.
 - ii. Concern – by Charlene Coutre: Need to discuss the Program Themes in relation to sponsors and Speaker Experience.
 - iii. Board Motion – Tina Marquis: Make concerns re: the schedule and themes an agenda item for when Betsy Hand is present at the next meeting.
 - f. List of Board Decisions and Resolutions
 - i. Moved to the Agenda of the next Board Meeting to allow time for all to review the handout.
 - g. Introduction of Bylaws and Governance Structure to New Board Members
 - i. Board Recommendation - by Manuel Laguna: Hold a New Board Member Orientation
 1. John Griffin and Tina Marquis will meet with new members for coffee
 2. New Members to read the Bylaws and Governance Structure at their leisure
 - h. “Boards with Brains” Trainings

- i. SVP Boulder County provides a professional development series designed for nonprofit leadership as governance best practice education. It helps Boards better understand what are their responsibilities and how to institute change.
- ii. Board Proposal - by Peter Spear: Purchase an 8 pack of tickets and allow the CWA Board Members to attend appealing sessions.
- iii. Board Decision: All interested in attending.
 - 1. John Griffin to speak with SVP Chair to discuss tickets.

IV. Committee Reports

- a. Corporate Sponsorship Policy
 - i. Moved to the Agenda of the next Board Meeting when Community Chair is in attendance.
- b. Community Engagement Subcommittee
 - i. Peter Spear, Betsy Hand, and Alan Culpepper met with Leslie Durgin (former Mayor), Janet Beardsley (former Head of YMCA), Deborah Malden (Boulder Chamber), and Ben Bayer (Google).
 - ii. Goal: Better connect the Conference with the community by involving businesses, encouraging employees to come to the Conference, and exploring how employees can better access the Conference.
 - iii. Committee will make recommendations and propose ideas to the Board
 - iv. Recommendation - by Tracy Ferrell: Contact Boulder County in addition to the city
- c. Business Planning
 - i. Last Year the Business Planning Committee posed a handful of questions to the Board re: the CWA financial model
 - ii. Question posed: Does the board want the Conference over the next 5-10 years to continue it's improvement across the same trajectory (with the Conference attended mainly by Boulder, local media, local corporate sponsorships) or does the Board aspire for the Conference to be more nationalized (with visible speakers, media and sponsorships)?
 - iii. Recommendation - by Business Planning Committee: The Board have a "retreat" to establish 5-10 year goals and objectives
 - 1. Recommendation – by Peter Spear: Invite Kara Penn to facilitate a retreat.
 - 2. Recommendation – by Tina Marquis: Include a larger group at the retreat (the Business Planning Committee, additional University perspectives) and use the retreat to plan "how to answer that question" before answering the question.
 - 3. Recommendation – by Tracy Ferrell: Hold the retreat at the end of summer
 - 4. Recommendation – by Manuel Laguna: Align the CWA's Strategic Plan with the Chancellor's Strategic Plan
 - iv. Board Directive: Office to query dates for Retreat and Tina Marquis, John Griffin, and Betsy Hand to build a retreat agenda.

V. New Business to Add to Retreat Agenda

- a. Board Goals and Priorities for 2017-18
- b. Relationship between Board and the Office
- c. Relationship between Board and the Program Committee

d. Corporate Sponsorship Policy

VI. Meeting Adjourned at 3 PM