I. Preliminaries
   a. Introductions
      i. Tess Rose’s first in-person meeting.
   b. Public Comment
      i. No Public Comment.

II. Administrative Matters
   a. Approval of August 15th, 2017 Board Minutes
      i. Motion by Bruce Fredrickson, Seconded by Betsy Hand, All in Favor, Approved.

III. Committee Reports
   a. Program Committee (Betsy Hand)
      i. Over 30 invitations have been sent out.
      ii. The Program Committee is focusing on increased diversity and gender equity within the invitations.
      iii. The committee is revisiting the dates of the 2018 planning schedule.
   b. Community Engagement (Betsy Hand)
      i. The problem the Community Engagement Committee has identified is the community’s familiarity with the CWA and the accessibility of the conference.
      ii. The committee has prepared a list of strategic recommendations for improved community outreach.
      iii. Betsy Hand will distribute to the Board in advance of the next meeting.
      iv. Agenda Item for Next Meeting: Review Committee Recommendations.
   c. Office – 2018 Budget (Alan Culpepper)
      i. The 2018 Budget is based upon the 2017 actuals and includes areas of potential savings and areas of exposure.
      ii. The Office is currently working with CU’s Advancement Team to create a tailored strategy for CWA’s University fundraising.
      iii. Board Recommendations:
1. Include expected income on the 2018 Budget, noting degree of vulnerability
2. Add an expense to the budget for replenishing the reserves used in 2017

d. Fundraising Committee (Alan Culpepper)
   i. The Committee serves as advisory group for office initiatives.
   ii. Current initiative: Building a new individual donor benefits package for the 70th anniversary. It is planned to be distributed at the end of October.
   iii. Change in Benefits: 2 complimentary jazz tickets offered with a $150 donation in place of the current $100 donation level.

IV. New Business
   a. Strategic Plan Review (cont.) (John Griffin)
      i. Board Goal: Identify the priorities & strategies for the next few years and identify the barriers in achieving the strategic goals.

      ii. Board Priority: “Financially Sustainable” Metrics
          2. Idea: Recruit a Fundraising Point Person on each Sub-Committee

      iii. Board Priority: “Diversity” Metrics
          1. Office to add “diversity strategy planning” to the agenda of the next Program Committee Chair’s Retreat
          2. Idea: Review how the diversity statistics are measured, as 89% of the audiences agree that there was diversity on panels.

      1. This would be a pilot year experiment with the intent of increasing audience diversity, attracting more students and working-age professionals.
      2. Motion by Betsy Hand, Seconded by Tina Marquis, All in Favor, Approved.

   v. Board Priority: “Program Committee Composition” Metric
      1. Goal: Increase involvement of Faculty within the Program Committee
      2. Idea: Include a Faculty Liaison/Advisor role within the Sub-Committees
      3. Idea: Utilize the summer months for faculty involvement

V. Items for Future Agendas
   a. Review of the Governance Structure
   b. Review Community Engagement Committee Recommendations
   c. Respond to the Business Plan Committee Questions
   d. Review Composition of the Board

VI. Meeting Adjourned at 12:30 PM