



APGSA Board Meeting
Thursday, December 20, 2018
10:00 AM-11:30 AM PT / 11:00 AM- 12:30 PM MT / 12:00 PM- 1:30 PM CT / 1:00 PM – 2:30 PM ET

AGENDA

WELCOME and Introductions

Terri Sue

Consent Agenda: voting items

Terri Sue

- Minutes from November meeting
- Fiscal reports for November 2018

Terri Sue moved to approve the consent agenda; Eric 2nd – Approved

Board Meetings:

Terri Sue/Eric Preuss

- Review if IA Governor's conference (4/16-4/17) is feasible so requests can be made for travel
- Discuss if there is money in budget to cover travel for those who are not approved at work
- Discuss meeting room and hotel cost

Discussion of having an in person board meeting that coincides with the conference in Iowa (central location). Eric reported on the conference theme and the logistics for the meeting space, etc. Informal poll taken on who believes they would be able to attend – more than have believe they could. Other members would need to submit and get formal approval. Eric will follow up with conference agenda once finalized. Board agreed to move forward with looking at more specifics and feasibility.

Orientation of New Members:

Kathy Scanlan

- Review changes made

Jenn made changes. Board okay'd. We will move forward with welcome packet for new members in early January.

New Business:

- Review and discuss fundraising plan Kathy Scanlan
 - Kathy inquired about members ideas and involvement in this process. Board discussed potential challenges with them. Discussion suggested a separate meeting to discuss what members think
 - Changes are being made to the timeline. Kathy is moving at a slower pace than initially planned after reevaluating priorities and expectations. The plan is over the next three years and is a fluid plan. Reviewed potential partners, highlighted 2019 priorities.
- Status report on Items that affect budget Kathy Scanlan



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- Does not look like we will make the budget projection for member dues; many states are having budget challenges. Kathy continues to reach out and speak with member states – as well as recruitment of new.
 - Discussion of website costs as it may impact budget. Theme is going out of business so we will need to rebuild the platform.
- Discuss contract renewals for Admin Solutions and KMK Bookkeeping Kathy Scanlan
Discussion around the costs associated with this and moving forward. Board agreed to continue these contracts
- Discuss potential topics for January's member meeting Terri Sue
 - Google – keyword search-legit services/certified through google (Eric)
- Communications Committee - provide information, discuss public marketing Stacey Frohnafel-Hasson
 - Stacey gave an update from the Communications Committee who recently met. A large part of the discuss was about furthering the use of press releases and using community partners. They would like to have press releases that are geared toward younger people as well. They would also like to focus on specific events such as March Madness and the Superbowl as well as other holidays; Hanukah, Chinese New Year, etc. Creating culturally specific material is also something they are thinking about. There was a recent press release in OH urging parents not to buy lottery tickets for their children. It was picked up by TV and radio stations with almost all good feedback. The Committee has set up quarterly meetings and is working on what they can do to add value to the organization.
- Discuss APGSA survey Eric Preuss
 - We ran out of time to discuss this topic. Jeremy will send out the survey with comments for the Board to review and make any necessary changes. He will send this out after the New Year. There may be an Executive Committee call to discuss this before bringing to the membership base.
- View new APGSA site pages Terri Sue
 - New donation buttons were shown on the APGSA website.

ADJOURN

Terri Sue