



COUNCIL ROSTER

Marosi White, President
Erika Reethoff, Program Chair
Gloria Clark, Membership Chair
Sarah George, Communications
Yvonne Harty, Academic Relations
Heidi Burger, Treasurer
Christal Gress, Secretary
Carrie Boesch, Sponsorship Coordinator

COUNCIL MEETING January 27, 2021 5:53pm

1. CONSENT AGENDA

Gloria made motion to approve the December 2020 Meeting Minutes. Sarah seconded the motion. Council approved. Motion carried.

2. OLD BUSINESS

a. 2021 Directory and Membership exposure opportunities - The board has agreed to feature 1 competition winner from each year for the last 10 years. Winners from the Judges Choice, 1st Place and Best Before & After categories and will be chosen. We will feature different designers each year so it is fair and there are not duplicates. Carrie and Brad will work on the list and submit it to the board for approval. Erika is going to reach out to Brad to see about scheduling a webinar to educate our members on how they can advertise and write articles for the printed and digital magazine as opportunities for exposure

b. Program Plans for 2021 and Programs Questionnaire - Erika has submitted a schedule of planned meeting for 2021. She has also received enough info from the program questionnaires to give her ideas for meeting topics to fill in the few months we do not have anything scheduled.

c. Dropbox and Transmission of Documents to Google - Sarah has done the transmission and sent all board members links for Google.

3. NEW BUSINESS

a. KBIS 2021 - Chapter Office Training - Recap - Gloria was as able to make one of the requested videos. Sarah learned more about the new website and will work on linking Wild Apricot to the site.

b. Plan/Strategies/Ideas for Generating Income and Possible Sponsorships - The board has agreed to hire LuAnn Nigara to present at our March virtual meeting. It will cost the chapter \$2,450. We will invite other local chapters to attend and charge \$25 for NKBA Members and \$35 for Non-Members. LuAnn will donate 30 copies of her new book and we will give them away to the first 30 who register as incentive to attend. *Carrie made motion to approve. Gloria seconded the motion. Council approved. Motion carried.* Other opportunities for income will be the vendor show in October and the Design Competition in the fall. Sponsorship - since we are holding virtual meeting at this time, Erika will ask our meeting hosts to contribute to the cost for hiring the videographer.

c. Wild Apricot Member Subscription Upgrade - Currently we have 511 member which will require us to upgrade our Wild Apricot subscription to the next level (500+) increasing our monthly subscription cost. Gloria is going to look into pairing down the list if possible. If not, *Carrie motioned to approve the additional cost. Gloria seconded the motion. Council approved. Motion carried.* *Heidi motioned to pay the Wild Apricot subscription fees annually verses monthly. Carrie seconded. Board approved. Motion carried.*

4. COUNCIL DISCUSSIONS

a. Academic Relations - Yvonne will create a graphic with info on our Planned Events to share with our student members.

b. Communications - Gloria will request a list of new members monthly from National. Marosi will reach to the new member and provide them with a brief questionnaire that we can use for introductions on our eblasts. Christal will create a graphic flyer with the council succession to share with members to solicit interest in sitting on the council in 2022.

c. Treasurer - Heidi requested to change the format to pdf for documenting and submission of Expense Reports to the Treasurer.

d. Membership - Thank You card have been ordered and paid for by the chapter from an online printing company. Carrie will pass the needed info onto Erika and Erika will order more cards for Council use.

e. Programs - To streamline the Eblast process; Sarah will create a template in Canva. Content will need to be submitted to Sarah as soon as possible. Sarah and Yvonne will have 1 week to work on it. It will need to be finalized by Friday of that week and submitted to Tracy by the following Monday.

OTHER ITEMS - STRATEGIC MEETING FOLLOW UP

5. Professional Development - NKBA University - Sarah to share info with our members via our Eblasts, Instagram and Facebook.

6. Membership Objective 1 - Task Forces - Council Members who requested a task force, need to provide Task Force names and information to Marosi so she can update the Strategic Plan notes for this year.

7. Membership Objective 2 - Increase Attendance by 10% - Heidi to track virtual meeting attendance. Gloria to reach out to big box designers and encourage them to attend our meetings.

8. COLLABARATION WITH OTHER LOCAL ASSOCIATIONS - Marosi to create a schedule for NARI and ASID meetings to share with the Council. Council can then request which meeting they would like to attend.

FINAL NOTES & TABLED ITEMS

Meeting Adjourned at 7:39pm

Next Board Meeting March 31, 2021 @ 5:45PM

Respectfully submitted, Christal Gress, Secretary