



# MINUTES for Board Meeting June 20, 2024

Meeting: 06/20/2024 7:30 – 9:30 am Mountain Time

Location: Zoom Meeting  
<https://zoom.us/j/8256677745>  
Meeting ID: 825 667 7745

## ATTENDEES

### Presiding Officer:

Korey Hampton – **Chair**

### Board Member Attendees:

<input checked="" type="checkbox"/> Rohan Shahani – <b>Vice Chair</b>	<input checked="" type="checkbox"/> Leslie Sohl – <b>Member</b>	<input checked="" type="checkbox"/> Lauren Stover – <b>Member</b>
<input checked="" type="checkbox"/> Michael Smith – <b>Secretary</b>	<input checked="" type="checkbox"/> Alicia Bourke - <b>Member</b>	<input checked="" type="checkbox"/> Kennerly de Forest – <b>Member</b>
<input checked="" type="checkbox"/> Erik Marter – <b>Treasurer</b>	<input checked="" type="checkbox"/> Jason Ong – <b>Member</b>	<input checked="" type="checkbox"/> Melissa Webb – <b>Executive Director</b>

### Quorum?

Yes       No

### Guests:

Heather Brooks       John Voegtlin       Brittany Humphrey

Meeting called to order at 7:32 am Mountain Time by Korey Hampton.

**Welcome Guests & Housekeeping** | (Korey)

**Approval of Agenda** | 7:30a – 7:35a (Korey)

<b>Motion:</b>	Review and approve the meeting agenda
<b>Made by:</b>	Kennerly
<b>Seconded by:</b>	Rohan
<b>Discussion:</b>	
<b>Vote:</b>	In Favor – All Opposed – None Abstaining – None
<b>Motion Carries:</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No



**Proposed Membership Rate Increase | 7:35 – 7:51a** (Melissa, John)

- Presentation of Proposed Membership Rate Increases
- Fees have not been updated since 2016. The current proposal reflects an increase which also folds in our processing fees.
- Melissa would like to discuss an automatic annual increase. John V and Melissa are looking at additional payment options to split payment into monthly payments.
- John V. is auditing new members and reviewing current member categories to make certain members are assigned to the correct membership type.
- Discussion was held regarding a rollout date since the ACCT fiscal year, beginning July 1, 2024, is approaching quickly. The approved budget was based on a July 1 rollout.

<b>Motion:</b>	Approve the Membership Fees by category as indicated in the document "2024-06-20 INFO Membership Rate Proposal - DRAFT"
<b>Made by:</b>	Erik
<b>Seconded by:</b>	Rohan
<b>Discussion:</b>	
<b>Vote:</b>	In Favor – Erik, Jason, Mike, Lori, Alicia, Rohan, Kennerly, Korey Opposed – Abstaining – Leslie
<b>Motion Carries:</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

**Face-to-Face Meeting Dates | 7:51 – 8:06a** (Korey, Melissa)

- Proposed F2F dates are 9/30/2024 - 10/03/2024
  - Ready to meet on September 30; departing/flying out on October 3. Four days is more cost-effective as travel has been our highest cost.
  - Volunteer challenges: Kennerly has to be home by the 2nd.
  - We will look at locations and options once we settle on dates
- Presentation on 2025 dates | (Korey)
  - Proposing established dates moving forward
  - **Conference Week.** Monday (all day) and Tuesday (all day) with existing Board to wrap up old business
  - **April 1-4.** Full-Day F2F Meetings, Any location or virtual
  - **Oct 1-4.** Full-Day F2F Meetings. At the upcoming conference location if desired, or another location

**ACTION ITEM.** Move motion and discussion to Slack for consideration.



**Closed Session | 7:45 – 8:15a**

**Motion:** Go to a closed session to discuss confidential matters  
**Made by:** Rohan  
**Seconded by:** Lori  
**Discussion:** Melissa and John have been invited to stay  
**Vote:** In Favor – All  
Opposed – None  
Abstaining – None  
**Motion Carries:**  Yes  No

*Moved into Closed Session at 8:08 am MT.*

**Motion:** Exit closed session  
**Made by:** Rohan  
**Seconded by:** Lori  
**Discussion:**  
**Vote:** In Favor – All  
Opposed – None  
Abstaining – None  
**Motion Carries:**  Yes  No

*Exited Closed Session at 8:29 am MT.*

**Strategic Plan: Updates and Considerations | 8:30 – 9:00a (KH, RJS)**

- Current approved plan and goals - The Current Strategic Plan was developed following a September 12, 2022 session. Board and staff conducted a SWOT Analysis using Jana Cole Consulting, resulting in a series of strategic initiatives.
- We have been addressing many of these initiatives
  - Top Five Initiatives
    - Education - Generate \$150,000 net revenue from non-conference education by fiscal year-end 2025
    - Membership - Establish member/constituent experience standards to be met by the Association. Implement after bylaw revision in place.
    - Financial - Increase revenue to meet the requirements of the strategic plan.
    - Branding and Marketing - Establish an annual marketing plan beginning FY 2023
    - Leadership and Governance - Multiple
      - Bylaws review
      - Review and approval of all credentialing policies
      - Review and approval of all standards development policies
      - Develop a human resources capacity growth to support strategic plan



- Plan to apply and maximize use of technology
- Commit to an annual membership survey to inform decision-making
- Develop a strategy for increasing global membership
- Staff have requested prioritization so they know how to organize their time and tasks
- Need to address big picture items that are 5 years and 10 years out.
  - For example, what does it mean to be more global? What resources will be required? What are the challenges and opportunities?
  - Are we using the correct business structure?
- Marketing and Branding initiatives carry over to many of the other initiatives.

Discussion of alignment with current priorities

**Bylaws: Where we are, Where we want to go | 9:00 – 9:25a (KH, RJS)**

- Critical Updates - What should we do first?
- Timeline of bylaws revisions
  - Minor items to be addressed each meeting
  - Items like board structure, voting, and term limits need to be addressed by October so there is time to educate membership and stakeholders before elections
- State of Incorporation considerations

**ACTION ITEM.** Mike will work with Korey and Rohan to locate and organize Bylaws information and previous discussions

**ACTION ITEM.** BoD Members should review 2024-06-17 - NOTES Bylaws and SP and make comments.

**Meeting Closing | 9:30a (Korey)**

<b>Motion:</b>	To adjourn the meeting.
<b>Made by:</b>	Erik
<b>Seconded by:</b>	Rohan
<b>Discussion:</b>	
<b>Vote:</b>	In Favor – All Opposed – None Abstaining – None
<b>Motion Carries:</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Meeting adjourned at 9:25 am Mountain Time.

**Attached**

- 2024-06-20 INFO Membership Rate Proposal - DRAFT

## Proposed Membership Rate Increases

Table of proposed membership rates - mostly 10%, with a slightly lower rise in student / senior:

Yearly Increase	2016-Jun2019 rates		Current Rates		Proposed	5% Auto Pay Disc
<b>B2B Member</b>	\$400.00	10.00%	\$440.00	11.36%	\$490.00	\$465.50
<b>B2B Member - Non-Profit</b>	\$295.00	10.17%	\$325.00	10.77%	\$360.00	\$342.00
<b>B2C Member</b>	\$400.00	10.00%	\$440.00	11.36%	\$490.00	\$465.50
<b>B2C Member - Non-Profit</b>	\$295.00	10.17%	\$325.00	10.77%	\$360.00	\$342.00
<b>Industry Stakeholder</b>	\$299.95	10.02%	\$330.00	10.61%	\$365.00	\$346.75
<b>Senior Member</b>	\$65.00	0.00%	\$65.00	7.69%	\$70.00	\$66.50
<b>Student Member</b>	\$65.00	0.00%	\$65.00	7.69%	\$70.00	\$66.50
<b>Individual Member</b>	\$85.00	11.76%	\$95.00	10.53%	\$105.00	\$99.75