

Board meeting minutes – June 25, 2022, 9:00 am

Breakfast & Welcome

- Introductions
- Appointing new board members
 - Process
 - 4 slots
 - 7 interested
 - Still need medium rep
 - Review form submissions
 - Appoint – Christine will reach out to inform
 - Joey – Large
 - Tom Shine – Small
 - Doug – offer Treasurer
 - Still need Medium rep
 - Names to approach
 - Sara – WFYI - Johnathan
 - Emily – Nashville Public Radio - Priska
 - Sasa – Boise - Priska
 - Julio Ocho – WUSF - LaToya
 - Recruit all for committee
- Committees
 - Charges of each plus suggested changes
 - New assignments
- 2022 Conference post-mortem – separate docs
- 2023 Conference goals – also included in post mortem docs
 - At the end of the San Antonio conference:
 - We will have made money
 - Registration covers all costs
 - Sponsorships are gravy
 - We had a critical mass of attendees
 - Depends on venue, but 100 minimum
 - Attendees learned a new skill they can apply when they get home
 - We knew the agenda at least 3 months in advance
 - Our attendees and panelists were more racially and ethnically diverse
 - We were safe and our attendees felt comfortable
 - We've asked people to self-identify
 - People left with joy
 - Remember that we have to figure out how to measure everything!
- Lunch (if we feel like it) and farewells

Post mortem

- First, the numbers (approximate):
 - Attendance
 - In person – 146
 - Paid - 105
 - 9 non-members
 - Comps - 41
 - Virtual – 99
 - Paid – 55
 - 2 non-members
 - Comps - 44
 - Income
 - In person - \$65,619
 - Virtual - \$13,532
 - Sponsors - \$49,500
 - Total - \$126,651
 - Expense estimates
 - Hotel - \$50,000
 - AV - \$27,052
 - Misc already spent - \$16,581
 - Estimated remaining - \$13,000
 - Estimated total - \$106,633
 - Likely revenue ~\$20K !!!

See separate post mortem notes coming soon.

- Everyone answer: What was your favorite part of the conference or conference planning?
- Brainstorm: What else did we do well?
- Everyone answer: What was your least favorite part of the conference or conference planning?
- Brainstorm: What else did we do not-so-well?
- What could we have done differently to have more of the favorites and less of the not favorites?
- What do we want to accomplish in San Antonio?