

## **CDS Board Meeting Minutes**

**Date:** July 27 and 28

**Time:** Convened at 3 pm MST

**Location:** Online

**Participants:** Linda Sundee, Stephen Gasteyer, Tony Gauvin, Stephen Jeannetta, Bo Bealieu, Norm Walzer, Mary Emery, Connie Loden

**Arrived late:** Brent Hales, Tim Colins, Anne Heinze Silvis, James Wilcox, Joyce Hoetling

**Left early:**

**Staff attending:** Lori Landry

**Guests:**

### **Agenda:**

Call to Order

Approval of Minutes

Treasurer's Report

Consent Agenda

Award and recognitions

Communications/Publications

Finance

International

Marketing and Membership

Nominations and Leadership

Program

Site Selection

Webinars

Old business

New Business

Board recognition: old and new

Exchange of the gavel

Adjourn

### **Reports Distributed:**

1. Agenda
2. Income statement
3. Balance sheet
4. Business office report
5. CDS bylaws revised July 2011
6. CDS committees list 2011 CDS May minutes
7. CDS technology matrix
8. Communications committee July reports
9. Endowment report
10. Finance committee report – business meeting July 2011
11. GMAF history 5 31

12. Minutes June 15
13. Site selection committee report

**Approval/Correction of Minutes:**

Minutes were approved

**Actions Taken:**

1. Approval of the agenda: Sharon moved acceptance; Connie seconded and motion passed.
2. Brent moved and Sharon seconded approval of consent agenda; motion passed.
3. Tim moved acceptance of the finance report and a comment on the great job that has been done on getting the finances in order by Sharon and Linda. Connie seconded; motion passed.
4. Tim moved acceptance of changes in the POG, Stephen Gasteyer seconded; motion carried.
5. Motion to refer this question to the electronic side of the communications committee with recommendations to the board on what to do about it by fall. Anne moved, Tim seconded; motion passed.
6. Sharon moved that we accept Clemson's letter of intent, Stephen Gasteyer seconded, motion approved.
7. Connie moved that we go ahead and work on a joint conference with IACD and worry about location later but find a location with an international airport. Tim seconded; motion carried. We are thinking it might 2015.

**Discussion noted for the record:**

Mary raised a concern about the date for **elections** as we need to get it done by May 1. Also, instead of posting the new bylaws, the Vanguard will have a link.

Discussion on **memberships**: many people have chosen the e option. Lori reported that she has heard no complaints. We have to review the number of people who have renewed and aggressively market to non renewers. Need a letter from the President to remind them.

Linda encouraged people to look at the **Endowment** report - \$140,000. Showcase that there are these scholarships and get the word out and get more contributions. \$1500 to CDS conference is to support the conference. The 4 year university needs to be changed to just university. We have to solicit applications. We have to get criteria in place because this year the group did a lottery because not selection criteria.

**Finance committee:** Conference: We hope to earn \$40,000 but have already expended funds. We are \$20,000 under budget for food and beverage - Artful negotiation with hotel and Boise Center. More events here at the Grove to cover F&B.

Another issue is the webinars and the idea we can make some money off them in the future. Right now we will finish as a deficit in this category. We are rethinking what potential webinar income. Questions: webinars, dues, and conference income. We may have to adjust the budget based on what is coming in. Journal fees will show up in 2012.

Current liabilities include special issue funds and dues for the coming year. Not spending money on marketing means less money in dues. Issue of having a discount for new members was brought up. Students got the biggest break with the changes in the dues. Every conference we get new members; we also lose a lot of those members from year to year. Connie commented on the great job Sharon and Linda have done on getting the finances in order.

### **Old Business:**

**POG:** is the policy and operations guide; available on website and lays out policies on everything. Changes approved at Oct. board meeting resulted in making some changes on in the by laws on what we are actually doing. By-laws written before the internet so a preference for everything to be mailed, so that needs to change and “or electronic communication” was added. In the section on officers, Section 9, included a reference to a pre- conference professional training program as we no longer have that. Not necessary to say local arrangements committee is always part of the program committee. We no longer require a bond as we have board insurance. Under elections, we are striking ballot by mail to reword it match current practice. We may change it to May 1 as people need to know if they have to come to a board meeting earlier. Change was made June 1 to May 1 and to members.

In section 2, talks about the nominating committee has to come up with two candidates; we are changing it to at least one candidate. The reality is that we have not had two candidates in awhile. Take out the at least. It will be the responsibility to name eligible candidates. Other changes were made in language to shorten the sentence.

Section 3 talks about election tellers who hand counted ballots, so we need to get rid of that language and reflect current practice where business manager reports numbers.

Section changing to action clusters not action networks. Discussion on purging the whole section as we don't have networks. Discussion on the need for some way to have opportunities networks. What can we do to encourage people to work together in groups on issues they care about.

Article 10 add by electronic communication.

Changes do not become operative until printed in the Vanguard; can we put a link to the bylaws instead. Need a note on what has changed. Not easy to find. Notice of change and link to notice of change is published in the Vanguard. Need to be able to test it to make sure the addresses are correct.

These changes should bring the bylaws and POG together with what we are currently doing.

Discussion on copying the POG language on **unelecting an inactive board members** into the bylaws, but current language allows the board to remove a member. So we will keep it the way it is.

Tim moved acceptance of changes, Stephen Gasteyer seconded; motion carried.

Starting with the new board members, we will have the new board sign a conflict of interest.

Expenditures on technology were organized by the function that the technology is supposed to serve. Paul will share the information with the social networking group. Are there places where we are paying more than we should; are we missing some things we need? What do we need? What is the best thing to do it? What can we afford? We will use Woofoo for the conference abstracts.

Suggestion to split the **communications committee** between the electronic and print side of the work. Paul and Tony will work on the social networking with that committee. Anne will continue working with her committee on the print side. Brent looked at numbers; some people went to NING but now we have more traffic to the Facebook site. He recommends suspending NING. That committee will work on this question on Friday.

**Conference update:** We have a total 352 paid registrants; 105 listed as CDS. We budgeted for 150. Lori and Brent will review. Brent has had people call and have not been able to register, and they will pay here. Conduct an analysis with our business office and RSS to make sure that we are recouping all possible revenue and decreasing our costs as much as possible. We expect to make a profit but not as much as last year. .

Discussion on joint conferences and the issue of how it might dilute our brand. We need to have more discussion on the drop deal for local conference. We have 200 person conference instead of thinking about 500. New Orleans was 220. Sunday there will be follow up discussion on future conferences. Brent would like to see us plan out 5 years with contracts for hotels. That kind of planning will help us with wiggle room. Set all conference budgets at 200 people. Local host fund raising is built into the contract with Cincinnati. We are trying to get 50% of the money committed 12 months before the conference.

We should look at USDA and people involved in rural development. We should look at some ways to highlight what is going on in the Cincinnati area to get more rural development folks to come.

Saskatoon raised \$20,000 but we had over 300 people. \$20,000 really makes a difference and getting local people to come out. With enough time you can look at writing grants and finding additional sponsors. Need plenty of time to work on it. A lesson to learn from this is not to expect a local committee to raise money for both a local event and CDS.

Webinar series: Mary reported that the topic of public participation. Kurt is interested in helping with the committee. Discussion on the future of webinars. Mary reported that there was strong interest among the 24 people who responded for a series on public participation strategies. The

electronic communications committee will continue working on this topic. Partnerships with the Centers and Heartland are possible in putting a program together. Discussion on using participation in the webinars as a way to market membership with a reduced fee option. There is webinar fatigue, but there could also be a marketing tool – build membership. We have an amount in the budget as income, and if we don't earn it, we have to reduce costs. The committee will talk with Kurt and Beau and report back at new board meeting. Discussion that these decisions need to be made with the communications committee, but the programming needs to another committee. Bo, Mary, Norm, Paul, and Kurt will try to get together. Tomorrow look at how it fits into our structure.

Meeting adjourned at 7:15

Meeting reconvened 8:15 a.m.

Joyce Hoelting: U of Min Center for Community Vitality. Two outputs most proud of, in the federal report , we have 32 leadership cohorts and over 70 applied reports to communities.

James Wilcox: oversee statewide entrepreneurship development and work with state economic development efforts, refined allinaces for youth entrepreneurship,

Anne Heinze Silvis: U of Ill extension, extension reorganized again so scrambling to do same amount of work with half the staff. Still in every county. Looked at interesting thing – renewed interest in community focus in efforts. Local foods interested in a community approach. Others are seeing more value in what we provide. Hope to get many of the staff to the meeting in Cincinnati.

John Greene: moved to Oxford to serve as director for the Center for Population studies at U of MS.

Review agenda to decide how best to use our information

Review of webinar discussion: Kurt will co-facilitate. We could participate with Heartland and possibly cost share. Where should this work be housed? James has also volunteered to help with webinars. He is also interested in the International. Randy Adams is interested in coming in as a co-chair. Communications committee can also look at the electronic issues. Webinars are part of program with a specific sub committee on non conference programming. It needs to have someone on the board as co chair. When we did strategy planning years ago, we focused on non conference programming. Could the marketing committee have a role in this? Emerging issues should also be part of the webinar committee's responsibilities. It could be an opportunity to use some of those webinars to create a white paper. Interested in doing policy/white paper with international. We can use the blogging to help with this. We should cross promote with journal and CD practice. We need firm deadlines to get this synergy to work. Need someone who does deadlines and editing. Depending on the topic start looking for foundation support for managing this process. We have difficulty following through to CD practice. We can work to link webinars to CD practice which is an incentive for people because it is publication. Need to create incentives to encourage CD Practice. We also need to change the structure – take a topic

and provide tools. Could we send out a call for proposals? Could the niche for CDS be a pre publication get feedback for publications. Connie's experience is that people in the group have a wealth of ideas but need sub groups to follow through. The certificate idea needs to be planned out a year in advance. There may be others that are pre publishing venue, and those that highlight publications – maybe 5 different tracks. Put it out as a call for papers that says we are looking public participation in community setting which could include the following but not limited to. Need abstracts by a certain day. What we will look for is publication and webinar or mini online conferences. ASA has discovered community and public sociology so a great number of academic nodes that are doing stuff on community with limited publication. New face on the old thing. It has to have practical applications. Grounded where theory and practice come together. Uses guidelines for CD Practice. People like the place where theory and practice come together. We also need to look at budget implications. What are our goals? What do we charge? How do we partner? We have a line in our budget to raise money this year. eXtension is looking for sponsors and we could participate in that process. Build in sponsors. Federal reserve might be a possibility. Federal Reserve in St Louis is very active in that area. We could set a goal of 3 webinars based on the best of the journal articles. Need someone to step forward and chair this effort.

**Awards and recognitions:** last year she had 19 nominations; this year only half of that. Board needs to become more active in making nominations. Next year the board needs to nominate people and support awards nominations. Try to focus on younger and new people. Lost a person who wanted to be on a committee, but never heard back from the chair.

Norm also send a letter nominating people to committees so they can take the letter to their supervisor. Issue of having chairs be on the board. People who chair committees who are not on the board feel disconnected. We could include them in conference calls. We can also have a board member co chair. The idea is to have a co-chair on the board and one who is not a co chair as a way to build leadership capacity.

**Communications:** most issues are in the report. Major things we are looking at include the split in the duties of the committee. We have a good and easy way to try it. If it works, we can formalize. Rhonda has one year left, so we have one year to find a new editor. The job description is out. They also want to increase the reach of Vanguard which morph into marketing and membership. Want the board and committee members to help forward the Vanguard to people not participating in CDS. We can also send a link to the archived issues. We all owe Tim a lot of gratitude for all his work on the Vanguard.

Social networking will submit a budget but some issues of where costs belong – programming or marketing or where? 2012 board will develop new budget.

We can submit names on excel. We do have an opt out option on Vanguard.

**Finance Committee:** Endowment expense removed from CDS expense statement. Elections were high because the expense was entered twice. Finance committee – need to remind new board members that our leadership has 100% support of the endowment. We send thank you

letters to people for those who donate and those who buy. Stated value determines what the donation is.

Two tasks that need to happen. Fine tune eligibility criteria for the scholarships. We need to do some evaluation now that we have launched into it. What criteria can we put on these scholarship. How do we select?.

Linda will chair another year. Jane Leonard will stay on for one year. Need to get some newer members on.

**Site selection:** 2012 Cincinnati locked in; call for papers on the registration table – involves local foods – innovation and entrepreneurship. 2013 Arkansas was interested, but the leadership changed and they backed out. Harry Crissy from Clemson has submitted a intention to propose a conference in Charleston SC. There is interest and support.

2014 Randy Adams indicated IACD is interested in doing a conference with us then or 2015. They are suggesting Chicago has the city for a joint conference. Is the board interested in a joint conference? Another option might be Indianapolis and the possibility of working with Purdue.

**International committee:** major thing the committee did was the two joint newsletters, Issue with determining the role of the international committee. Suggestion we continue with IACD and let them know our thoughts. Tim suggested we give them access to Vanguard and also get submissions from them.

**Nominations and Leadership:** we did have a slate with more people than slots. Old technology is really important. John Greene is willing but he has a concern that he is new. Connie will co-chair.

**Membership and Marketing:** question of how to bring it together. We have tried to rebuild this committee. We need to develop a trajectory and rebuild this committee. The focus of this committee should not be on the conference but on membership. The name of the committee is not recruitment. Everyone's budget is getting cut; how do we reach people who would like to be involved in CD. Look for ways to link to USDA and Rural development. Need to move beyond the focus on extension. Lots of ideas but need to follow through with action. Need someone who is networked and takes it on as a primary responsibility. Finance came up with some messaging in regard to getting to different audiences. What CDS offers you as social worker, or CDI person. Nothing has gone out. Things have been referred to the committee; we need to find a way to more action. Do we need to restructure this committee? How do we operationalize? Do we reorganize or does each board member take some responsibility. Terribly complicated knowing what this organization is versus other organizations. Need to understand the competition, find this niche, and market it. Mission, meaning, competition and this organization's place in the field. If we can come up with a consistent message of who we are and what we offer of value. Bo suggested a follow up webinar for the USDA rural development about CDS. The other thing is to work with the Federal Reserve. They want to link up with practitioners.

Norm is willing to participate with the recruitment committee. We can offer guidance to the new board. Sharon described a monthly magazine where the backcover focuses on one person and what it means to me. Could we do that with Vanguard? That way we start seeing the breadth and depth of what we do. Challenge is to get people to write 200 words with a pic. We have some member profiles, but this would be more the high touch that we want to work with others. Opportunity for people to see that CD has many facets. Every board member initially can produce them. This is a way to use the blog site as well. Seed the blog with some board members. With social media it should start seeding itself. If we had dates and timeline, it might be easier to get this done. Tim could have people sign up for the upcoming months with a prompt to remind people to participate. People liked the wall at New Orleans. There should be some ways to capture that info at conferences and events. Need to look at what voices and profiles we have and go after different voices.

Financial sustainability report includes the flyers for NACDEP and social work.

We also need to address the leadership issue. Current leadership are listed in the handout Norm sent out. It should ready Abby Gaffey not Kaufman. Whitney is on international and the webinar committee. Charlie French and Katie Ellis may also be interested in co-chairing. Need to plant new members so they can run for the board later.

CDS as the go to place for professional resources: Vanguard is helping, the journal has more issues and the book series. Try to make CDS more open and accessible on scholarship and practice side.

Did we make progress? Are they still relevant?

CDS needs to be on a more financially stable: special issue of the journal, better budget monitoring, new dues structure. We don't know the impact of the increased dues.

Stronger ties with other organizations: two joint newsletter and interaction with IACD. New member session last year and welcome letter and tried to get them on committees.

Improve membership: tried to activate grassroots, but we did do some things through Vanguard. Like to see webinars continue. Social networking has done well, and it was temporary. We tried to get a quarterly CD Practice but only one came out. Want to get more information on current and major issues. We also did a webinar for new board members.

Things to think about:

Current committee structure

Spotlighting current members

How might we get current members to support operations? How could we operationalize underwriting a function of the conference? Donations for the conference is in place with sponsorships. Can individuals donate? Sometimes people will respond to an appeal. The issue here is that such an appeal might make us seem like we are not managing well and could conflict with endowment requests. There is no reason we have to do sponsorships at the location; we can

ask members to broker sponsorships or help with operating funds. It would have to be carefully considered.

Brent asked for comments to help him with the panel on Sunday. Perhaps moving the conferences strategically so we can partner with the rural development centers every 4 years.

New board needs to sign conflict of interests. Committee chairs need to continue sending 100-200 words on what the committee is doing.

Tim moved we adjourn, Connie seconded; motion passed  
Meeting adjourned 10:45.