

**CDS Board Meeting  
Marriott Kingsgate Hotel  
Cincinnati, OH**

**Present:** Brent Hales, Sharon Gulick, Joyce Hoelting, Connie Loden, Bo Beaulieu, Tony Gauvin, Tim Collins, Chris Marko, John Green, Steve Jeanetta, Paul Lachapelle, Anne Heinze Silvis

**Staff:** Lori Landry

Meeting was called to order at 8:13 am.

Old or new business items? No additional items were added.

**A motion was made to approve the consent agenda. Motion passed.**

(Loden, Marko)

The Agenda was reviewed. Minutes from July 27 and September 21. The September 21 minutes were removed from the Agenda. Paul Lachapelle's name is to be added to the July 27 minutes. The year is to be added to the minutes of July 27. The last change to the minutes is to change location from online to Boise.

**A motion was made to approve the minutes of July 27. Motion passed.**

(Gauvin, Jeanetta)

CDS Business Office Report:

Report submitted. The board feels that a mailing of the dues renewal is more effective than email. Lori Landry will amend the non-renewal letter and mail the letter with a dues notice.

2012 conference update:

Sharon Gulick discussed the hotel option, cost and location. The MOA has not been signed because Beth Nagy no longer works with the Building Institute. Beth Nagy's committee is very strong. Instead of going after one big sponsor, the prospectus is broken down into options: sponsor a MLW? Sponsor a break? The Haile Foundation will cover the cost of 2 MLW at \$5,000. Keith Taylor, Co-ops USA is joining CDS to hold a track. Keith said this is the "international year of the Co-op". We've cut a deal with them for \$5,000 in exchange for a free track. Keynote speakers have been lined up and are at no charge. Dr. Hector Garcia, MD specializing in adolescents and children in Cincinnati will direct his topic around "Poor Change" using appreciative inquiry. We may want to think about an opportunity for people to come just to that closing lunch with a special fee. What are the impacts in the community? This could be another topic to get the local community to attend. There will be a 50/50 split of the registration for those that attend the pre-conference. This has been confirmed with the Community Change pre conference. There shouldn't be any cost to CDS. There will be a separate cost on the registration form for the pre-cons. The board meeting will start on Saturday, July 21, 2012. The focus should be on the cost for attendees. Sharon and Lori will work on the registration fees so that the budget can be done before the Christmas break. There will only be 5 tracks. Keep at 5 concurrent sessions. Send the call to the last 3 three years members and conference attendees. Pick out some themes to use as a marketing

tool. Don't list all the tracks, could be distracting and members may not be interested in attending if they don't want to listen to a particular track. Agenda – is there a value to put general themes to keep sessions on a particular theme in the same room? Would the board like a Monday lunch or would committees prefer a lunch on your own? Restaurants are not close to the hotel. What if the restaurants come to the hotel for a “Taste of Cincinnati”? Attendees would sign up to go to particular restaurants. CDS could also just order boxed lunches and have a networking discussion. Monday night dinner is still in question. The zoo is interested in a MLW. Lori to ask the Executive Shuttle for a conference discount. Coupon for discounts if they drive for parking. Ask each of the Centers to send the Call out. Heartland Center list is about 3,500 and Kurt will put something in their newsletter. Change the deadline to January 27. Reviewers: Brent, Steve, Tim, Paul, Chris, Tony, Sharon, Beth, Whitney and Katie, Johanna Mitchell Brown. Have a separate deadline for pre-conference workshops. Committee members have offered to help review and moderate sessions. Lori is to send the abstracts by February 2 to the review team.

Beth Nagy and Katie Ellis joined the meeting to talk about the conference. There are a total of 20 committee members – 10 who are very active. Beth gave an update on the local host committee. Completed the second local advisory committee meeting by conference call. There have been a few changes, but nothing much. Beth still continues to chair the committee. The Haile Foundation through US bank is supporting a MLW with \$5,000. Working on other support. Banks are becoming more supportive, but Beth is trying other corporations. The Freedom Center is a unique venue.

#### VP Operations:

Bo Beaulieu reported that he spoke with Harry Crissy who submitted a plan to host the conference in 2013 in South Carolina. Discussed items that need to be in place: organize a team, where will it be held? Harry has already started finding people to sit on the committee; finding ways to find support. Potential site to host the conference is at the Frances Marion Hotel. Identified a planning team, University Medical is one and is looking for other hotels and will want to submit a request for a proposal. College of Charleston, Clemson University, Charleston Divisional Regional Alliance. Lori will send a request for proposals. Potential date is July 20-24, 2013. Harry has suggested tours on boats. The President should have a role in deciding the theme. The Call should be ready by the July 2012 conference.

#### 2014 Conference:

Based on the meeting in Boise, there has been a call with the leadership of NACDEP, Debra Tootle, and Mike Wilcox to talk about a joint conference. Could we compromise and hold the event in June? This puts 2 meetings in 1 fiscal year which would be challenging for budgets. Could CDS propose July due to fiscal year issues? Get 2-3 people appointed from CDS to work on a proposal together. The committee should talk with John Gruidl with the CDI's. Paul would like to sit on this committee. Have a way for their members to access the Journal. Share NACDEP's link to their e-newsletter with the Vanguard. Who has been active on the board that could help and what is the time commitment? The board will continue discussion, once NACDEP has decided on a location and more information. Connie to help on the committee. Kim Walker or Linda Sunde could be potential candidates.

#### 2012 Budget:

Bo Beaulieu submitted his VP Operations budget to the Treasurer.

#### Management Service:

The board discussed. Lori left the room.

#### Scholarship Requests:

Bo Beaulieu will take the applications and Sharon will help and the committee will choose the winners.

#### Awards:

No report.

#### Communications/Publications:

Report submitted. Anne reported that there has been one positive response back from the Call for Editor.

Joyce Hoeling reported on the CD Practice. One will be published in December or January. Another abstract was reviewed, but very similar to the one already received. Joyce has sent to reviewers. Add to the CD Practice a section for CD reviewers.

Paul Lachapelle talked about the electronic communications section of the committee. To date, there have been 2 committee meetings focusing on webinars, social networking and website.

#### Webinars:

The proposal from Kurt Mantonya to host webinars with a 50/50 split was discussed. The cost would be \$69 per webinar or a group price. The proposal was sent to the Ex. Comm. Paul asked who the chair under Webinars is and should the committee go under programming? Where does it fit as it's a stand-alone committee? The webinars were filtered out of communication and should go into programming. Maybe have a sub-committee under programs but they only focus on webinars and has its own chair.

**A motion was made to accept the proposal from the Heartland Center to do a one year webinar series as outlined with the 50/50 split. Motion passed.** CDS ensures that each webinar includes information about what CDS is and our purpose and a slide promoting the next conference. The board discussed having at least a \$10 discount for CDS members. Paul will take this question back to Kurt of a \$59 registration fee for members.

The committee should go under programming, but with its own chair. Paul will chair the committee, Connie as a committee member. Connie to ask Jody Hornvedt to help on the committee. Paul will get back to Kurt with the recommendations and Kurt to contact Brent about the authors on the special issue.

#### Social Media:

Lori will cancel Ning.

#### CDS Website:

Paul Lachapelle reported on the list of recommendations from the communications committee. The recommendations were sent to the web developer. Some updates include removing information and better job organizing; changing the photos rotating on the banner; allowing Conference attendees and member profiles to be accessed by anyone. Access list with key words, so non-members can see what affiliations members are with – if it's just a list of names and affiliations on the public side. If you're looking for a resource as to who is a member, this could be helpful. There was a recommendation to table the webinar until we discuss the financials. It appears that there needs to be clarification on what Cherubini (web administrator) is offering and go back to the recommendations and update them based on discussion from Tony. Lori and Tony to get the Google Analytics so the committee can review which pages are more active.

#### Communications/Publications-Printed:

Print side activity was reviewed on the report.

Vanguard – usage report was submitted. Tim Collins has asked the board to forward the Vanguards. We are working on archiving issues a lot quicker.

Journal – the Call for proposals and Job description is available. Steve Dellar is the only person that hasn't declined the Editor position yet. The Board gave Anne additional names.

#### Nominations:

John Green reported on the 8 candidates to be approved for the slate.

**A motion was made to approve the slate as submitted by John Green. Motion passed.**

(Jeanetta/Gauvin)

**Brent announced that Don Macke has agreed to run for VP. Not correct. He agreed to be the keynote.**

#### Membership Benefits Committee:

The board reviewed the 2008-2010 spreadsheet and 2010-2011 spreadsheet. The board received the list of 2010-2011 non-renewals and marked off which past members that would contact.

#### International Committee:

Report submitted. CDS will continue to work with IACD on the joint newsletter. Possibly at study tours or exchanges to open more dialogue. Tony mentioned holding a conference in Quebec City.

#### Finance Committee:

Steve Jeanetta spoke on behalf of the committee. The main item the committee worked on is the distribution sub-committee. The committee revised the criteria for certain awards. Worked on criteria for grants. The fall campaign will be mailing before the Thanksgiving holiday. The endowment report was reviewed. Lost a little in investments but now around \$133,000. Thinking about giving 5 student scholarships and helping out with speaker fees.

The board reviewed the proposed scholarship criteria.

**A motion was made to adopt the revised criteria as submitted. Motion passed.**

The board asks that the committee include the following wording or something to the effect of: This is the amount of the scholarship. All other costs of the conference are the responsibility of the recipient.

Steve reported that the cash flow projection was reviewed as of the end of September. The conference breakdown was reviewed from RSS, however, CDS and RSS need to talk so CDS can review the books.

2012 Budget:

Steve Jeanetta suggested the board encourages those who want to join, to do so with the electronic membership. This is less cost to CDS.

Steve asked the board if there should be a revenue amount under Webinars (Professional Development)? It was recommended to put at least \$1,400 – there is a 50/50 split with Kurt.

Bylaws:

Sharon Gulick reported that the bylaws are not in sync with the POG. The board discussed adding verbiage that the immediate past president stay on the board one more year. Sharon and Bo will work on the POG together. This would have to be a formal change to the bylaws in July. Having it in the bylaws does not seem necessary. If a past president would like to be involved, there are ways to get involved.

Brent reported that the existing Secretary has missed two meetings. Brent will call her and talk to her about her intentions on the board.

**A motion was made to budget \$2,500 in website development which will be taken from the 2012 budget. Motion passed.**

Budget & Fundraising for Conferences:

Specifically looking down the road – Sharon's budget will be worked on. There is no MOA. Looking ahead for South Carolina, they are starting to think about the financial situation. The formal letter was accepted by the board. Start working on the MOA by the spring and a strategy for fundraising and the hotel lined up. Looking at the Quad Cities, we need to start pushing in that direction. Sites for 2014, 15 & 16 by July to begin negotiating with hotels now while the economy is down to get a special rate. John Gruidl has agreed to be the local host chair. Whether Quad Cities or IN, NACDEP is interested in working with us in IN. Use a destination management company? Should the site selection committee make the decision to use a DMC? Add in the proposal a hostile or university dorms.

2013 – Charleston, SC

2014 – Indianapolis, IN or Quad Cities

2015 - Portland, OR or British Columbia or (Albuquerque New Mexico)

2016 – Minneapolis, St. Paul (University of Minnesota) or Kansas City

The board broke out into sections to discuss future conferences, cost, partnerships, in a mapping format.

### Future Conferences

Year	Location	Partners
2013	South Carolina	Clemson
2014	Quad/Indy	WIU, U of I, NIU, IA State, NACDEP, IACD, CDI, NW Health
2015	Portland/SLC/B.C.	Portland State, OSU, Or. Rural Dev., RDI, Ford Family, Kellogg, SF Fed., Western RDC, USDA RD
2016	Minneapolis/K.C.	Busch Foundation, Humphry Inst., NW Area Foundation, Friends in the Field, W.R.P  Kauffman, K.C. Reserve, Health Care Found., RUPRI

### Funders

Organizations	People
Rural Development Centers	
Federal Reserve	
C.D.'s	
State Rural Dev.	
USDA R.D.	
Universities	
RUPRI	
Municipal Leagues	
Nat. Assoc. of Counties	
Nat. Assoc. of Dev. Orgs	Matt Chase
National Rural Assembly	

Casey Foundation	
Local Community Foundation	
Nat. Counc. On Foundation	
Nat. Cong. For AmerIndians	
HBCUs, Native Amer. Higher Ed. Cons.	
First Nations	
OXFAM America	
Extensions	

The list will be distributed to the board and asked to add and fleshing out who the people are to begin marketing to those people, opening lines of dialogue to build a resource to those local sites to build a coalition, the resource group ahead of time and then a matter of plugging people in.

### **Partnerships**

Conferences; publications; administrative structures; grants-RFP's; administrative role

What are the benefits to partnering with NACDEP? Anne, Steve, Paul, Tim

- Increase membership in CDS
- Sharing scarce resources
- Joint ventures: conference, newsletter, publication opportunities
- Synergy
- New ideas & perspectives
- Add significant practitioner perspective
- Strong community education component
- Funding source for employment strong
- Add local and regional connections
- Great clarity for customers

Make sure any partnerships is done with a full understanding of who we are and we are vital in terms of what makes us CDS. Do this in a way that keeps us out of jail – accounting from RSS, structural things that need to be identified.

### **Costs**

What are the costs associated with partnering? Connie, John, Joyce, Bo, Chris

- Diluting the brand
- Domination/overdependence on university system
- Too close – alienation of others in the field, lack of diversity
- NACDEP-costs are high; jeopardize JCEP
- Limits the niche of CDS
- Funding of extension isn't certain
- Extension is only 1 part of the university system
- Opportunity to bring practice and research together for the field
- Administrative costs of co-branding, etc.
- Harder to walk the talk of inclusiveness
- Identity
- Perception and reality
- Funding- (e.g. RSS)

If CDS partners, what are the key events CDS holds at a conference?

- MLWs
- Evening on the town
- Business meeting
- Banquet
- President reception
- Integration of research and practice discussion
- Supportive/collaborative evening

- Structure of sessions
- Moderators come from members
- Auction
- Music & dance
- Solicit and select from pract. Modeling community
- Getting into the community
- Soap box
- Board meetings
- awards

Lori to send the board meeting notices out on Outlook invitations.

**A motion was made to investigate and propose to have discussion with NACDEP to have a joint membership, totaling \$200. Motion passed.**

**A motion was made to adjourn. Meeting adjourned 11:26 am.**