



Minutes

Board of Directors Meeting Agenda
January 28, 2021

Zoom: <https://nyfa.zoom.us/j/5809449449>
1pm-5pm PST

IN ATTENDANCE: Rosa Belerique (President), Andrew Cress (Vice President), Cinnamon Danube (Past President), Roop Prabhu, Ryan Cherland (Treasurer), Ryan Hoadwonic, Meiling Tang, Deborah Lee, Susana Santos, Donald Everhart, Juan Apitz, Vikash Lakhani Cheryl Harris Jeremy Houska.

[Meeting with NEW members called to order at 1:03 pm](#)

[Meeting with ALL members called to order at 1:31 pm](#)

1. Board Member Orientation (Belerique - 20 mins)- new board members only
 - a. [CAIR Bylaws-Shown on Zoom at meeting](#)
 - i. [Amendments to By-Laws were shared \(https://cair.org/wp-content/uploads/sites/474/2015/06/ByLaw_Amendments_2011-01-28.pdf\)](https://cair.org/wp-content/uploads/sites/474/2015/06/ByLaw_Amendments_2011-01-28.pdf)
 - ii. [Discussed that CAIR is a non-Member, self-perpetuating/self-voting board.](#)
 - b. [Drive & Google Products](#)
 - i. [Google Drive and Forms discussed](#)
 - c. [Committees](#)
 - d. [CAIR Listserv and CAIR Directors email](#)
 - e. [CAIR Website](#)
 - f. [Privacy policy-Shown on Zoom at meeting](#)
 - g. [Travel reimbursement](#) policy and [reimbursement form-Shown on Zoom at meeting](#)
 - h. [Expectations of a Board Member & Overview of Board Roles](#)
 - i. [Expectations are that members are 'pretty quick to respond' to emails—in a few days or less.](#)
 - ii. [Board meetings aren't the place to 'do the work' or have pre-discussions. Board meetings are where full-board decisions are made](#)
 - iii. [Positions were discussed. The vice president is expected to be president the following year. Secretary is two years. Secretary term needs to be added to bylaws. Rosa to connect with Jessica on updates to bylaws as this was approved during Jessica's term as President.](#)
 - iv. [All positions are renewable for more years, but this is not done often](#)

- v. Discussed the Ex-Officio Treasurer role who oversees our finances. At any point we can ask him for financial information.
- 2. Call Meeting to Order (Belerique - <1min)
- 3. Welcome & Ice Breaker (Belerique - 5-10 mins)
 - a. Welcome new Board Members! Juan Apitz, Don Everhart, Jeremy Houska, Susana Santos.
 - b. Name, Institution, Position
 - c. What is something that people often get wrong about you?
- 4. Approval of November Meeting Minutes (Prabhu - 2 min)
 - a. Motion to approve from Cinnamon. Seconded by Rosa. All approved. No nays. No absentions.
- 5. Directory information (Prabhu - 1 min)
- 6. Meeting Length and Frequency (Belerique - 7 min)- launch in poll
 - a. Question was raised to meet quarterly for 6-8 hours, every 2 months for 4 hours, or monthly for 2 hours.
 - b. We voted twice, now and towards the end of the session and both times we voted for every month for 2 hours. We agreed that this is a starting point - may revise during the year based on needed meeting frequency.
- 7. Finances (35 min) - Executive Committee updates
 - a. Treasurer's Report (Cherland, 5 min)
 - i. The profits from the virtual conference vastly superseded the in-person conferences. We also discussed the biggest expenses annually, which are hotel down payments, A/V for in-person events, and catering. The biggest expenses are for the conferences, with secondary expenses being legal advice, travel, etc.
 - 1. It was discussed that we make more money when we have the conferences in Southern California, and make less or lose money in Northern California locations.
 - ii. Our contracts for 2021 and 2022 have been signed but we decided to start the conversation early with the Tahoe site (2021) if we decide we have to or want to go virtual
 - 1. We are not committed to an A/V contract for 2021. There's a goal 10-15K budgeted for that.
 - b. Cash back credit card (Hoadwonic, 5 min)
 - i. We discussed getting a cash back credit card. Pros and cons were discussed but it was decided that we didn't have enough information to have a full board vote for this board meeting, so more information will be

disseminated to board members before the next board meeting where we will vote on getting a cash back credit card or not.

- ii. A big sticking point to the adoption of a cash back credit card is the personal guarantee, which many members would not agree too. The personal guarantee requires a board executive to be related to the card and it could impact the executive's credit rating. This guarantee would also be tricky in the future when the board has new members

- 1. The Strategic Financial Committee will meet and work on the proposal before the next board meeting so we can vote on it in session.

c. Budget Proposal discussion (Belerique, officers, 10 min)

- i. This is the first year we are aiming towards having a budget to work with, with the fiscal year (July 1st-June 30th proposed as the budget period).
- ii. The new budget looks to make 4,000 profit on our Tahoe Conference.
- iii. Budget will need to be hashed out by the Strategic Financial Planning Committee before approved by the Board.

d. Financial Policy discussion (Cress, officers, - 15 mins)

- i. Discussed at the meeting was a proposal for a 3-year budget to be approved by the start of the upcoming fiscal year (July 1st). Also planned was having at least 100K in a savings account by 2030 since we need to proactively plan to have a cash reserve in case we have a bad year.
- ii. We also discussed squaring debts by the end of each fiscal year. The Treasurer mentioned how conferences may be treated separately with regards to squaring the budget since the payment schedule may not coheretime-wise with the budget.
- iii. Changes to any by-laws for financial policy need to be added to tax return, which is processed by calendar year, not budget year
- iv. Will be discussed more by the Strategic Financial Committee before next full meeting

8. Equity, Diversity & Inclusion (EDI) Taskforce Updates- (Cress - 10 min)

- i. https://docs.google.com/presentation/d/1C7SYnxz5cAXwvcQVhtP4Q0q4fRkh_rASaCLihXwS7AE/edit?usp=sharing
- ii. Had two meetings last year. Were well attended.

b. New co-chair?

- i. Discussed the possibility of having a co-chair outside of board. Prior co-chair Erin Jacobs expressed interest in volunteering for the Committee. Cinnamon and Juan expressed interest in the committee. Andrew will connect with potential co-chairs outside of Board meeting.

- c. Progress and deadlines
 - i. Goals for task force discussed in meeting
- d. Social Media Campaign (Lee)
 - i. Last year our call for volunteers and social media campaigns were very successful in getting interest for this taskforce.
- 9. *****BREAK***** 2:30-2:40pm (**Actual break: 2:32-2:42 pm**)
- 10. CAIR 2020- (1 hour)
 - a. Session Evaluations, Best Presentation & Best New Presenter (Tang, 10 min)
 - i. There were two candidates for the best presentation award but one was also a new presenter. The Committee decided that eligibility for the new presentation award trumps eligibility for the best presentation award when a presenter could technically win both. We discussed whether we should include this eligibility criteria to the award guidelines. This year's Committee can decide.
 - i. Very few people did session evaluations this year compared to prior years. We need to think of ways to better prompt attendees to evaluate sessions.
 - b. Overall Evaluations (Lakhani, 10 mins)
 - i. Only 9% gave feedback
 - ii. Keynotes and live sessions were perceived positively. Recorded sessions were perceived less positively.
 - iii. Q & A sessions, sponsor sessions, and IR101 session were perceived less positively.
 - iv. But overall, respondents were pleased with the conference
 - v. When it came to conference mode preference, respondents to the evaluation survey voted that a hybrid conference and 'not sure' where there top two preferences. Another virtual conference only got 13% of vote.
 - c. Whova Report & Feedback on Platform (Danube, 10 min)
 - i. 243 people in attendance/35K in gross revenue
 - ii. Attendees preferred the web to app platform
 - iii. Attendees clicked on announcements.
 - iv. We had a few people who participated much in the games and leaderboard but the majority who did not.
 - v. Lead/impression numbers for sponsors were shared. Deborah said that these numbers were great
 - d. Sam Agronow Scholarship update (Lakhani, 5 min)
 - i. Davis Kunz received the award but hasn't accepted the award funds yet.
 - e. Sponsorship Feedback (Cress, 10 min)
 - i. Only 2 responded out of 7 to sponsor survey. Discussed looping back with the non-responders to get their feedback.
 - 1. Discussed the importance of sponsors to our conference and ways we can make that better known to attendees.

- ii. We brought in 10,000 in sponsorship money from last conference
 - 1. Sponsors didn't feel like attendees attended sponsor sessions. We should give more instruction to sponsors on how to create a more successful session
 - 2. We have our work cut out for us in getting new sponsors. Should start now. Should also start thinking about how to promote attendee attendance and sponsorship events.
 - 3. We discussed creating live sponsor sessions since that one sponsor session was the most popular sponsor session.
 - 4. Our policy is to give sponsors registration lists pre and post the event, which they are not supposed to use in long-term advertising, but not to share with them the names of folks who attended their session because it violates our privacy policy. We discussed this but not looking to change this policy right now.
 - f. Other conference notes or reflections (all, 15 min)
 - 1. We should revisit how to operate the virtual exhibit Q & A space. Not too many people attended.
 - 2. New board members liked the conference, thought it was well organized, and liked recorded sessions
 - 3. Zoom sessions were clunky on the Whova platform.
 - 4. It was challenging to moderate the chat when attendees could ask questions via Zoom chat, Whova chat, and Whova Q&A.
2. CAIR 2021- (Belerique, 1 hour 5 min) **(Break: 3:56-4:02 pm)**
- a. Goals and priorities (10 min)- Committees for the new year/new conference discussed
 - i. Marketing/outreach/communications—when should we send out communications, awards, etc? We haven't had to do any PR to media yet
 - ii. Financial & strategic planning—discussions on money sources, etc. We are not eligible for COVID-related grants since we did not lose money
 - iii. Partnerships—Discussed our current and potentially new agreements on mutual promotion and engagement at conferences (e.g., CAIR gets booth/session at WSCUC conference and WSCUC gets booth/session at CAIR conference). We should consider having non-traditional partnerships/sponsorships. A Low priority compared to others.
 - iv. System efficiencies: Goals discussed below
 - 1. Getting AV (15K so far in budget)
 - 2. Automate processes, including CAIR dashboard
 - 3. CRM implementation (Salesforce)
 - b. Virtual or In-person Conference (15 min)
 - 1. We need to figure out if we're legally going to be able to have an October in person conference, or if we might need to have a

virtual event given current challenges with institution finances and travel restrictions. Officers will make decision by May 31st but will need help from all directors

- ii. Budget
 - iii. Contracts- October 27-29th.
 - 1. 2021 Conference Notes (Tahoe)
 - a. Legally bound to contract with Tahoe and still paying La Jolla at this time. Had a conversation with La Jolla once we had data to share with regards to our challenges with having an in person event. This year we might want to start the conversation earlier with Tahoe to determine the viability of an in person event and possible renegotiation options if we cannot hold the event in person. We should loop our consultant (Todd Davis) in in our conversations with the hotels.
 - b. June and August this year are when we are putting down 10k deposits.
 - c.
 - iv. Community needs and concerns
 - 1. UC's re-budgeting happens in May.
 - 2. We are not allowed to have our conference near AIR's since we're an affiliate of them.
 - v. Decide by May 31st
- c. Committee List (30 min)- (break out here)
- i. Expectations of committees -review committee summary
 - 1. Committees can meet at any time and should meet as often as is needed to complete their tasks.
 - ii. Prior lead explain general process
 - iii. Recommendations from prior year
 - iv. Timeline, goals, deliverables at each Board meeting
 - v. Next meeting for the committee?
 - vi. Are volunteers needed for your committee?
- d. Discuss committee work break out (10 min)
- i. In our breakouts we discussed potential goals/objectives/proposals and timelines
 - ii. We discussed emailing community in the next month via the listserve calling for volunteers.
 - 1. Proposals and EDI committees expressed wanting volunteers.

3. New or Other Business (5 min)
 - a. Master Communication Schedule
 - i. Complete timeline and goals for all committees by next meeting
 1. Committee list shown. Previous year lead listed. Committees recommended to reach out to previous year lead and other members.
4. Next meeting (1 min)
5. Adjournment (**4:58 pm**)