

Minutes

Board of Directors Meeting Agenda

July 16th, 2021

Zoom: <https://nyfa.zoom.us/j/5809449449>

3pm-5pm PST

IN ATTENDANCE: Rosa Belerique (President), Andrew Cress (Vice President), Cinnamon Danube (Past President), Ryan Hoadwonic, Meiling Tang, Susana Santos, Donald Everhart, Juan Apitz, Cheryl Harris, Deborah Lee

NOT IN ATTENDANCE: [Roop Prabhu \(Secretary\)](#), [Vikash Lakhani](#), [Ryan Cherland \(Treasurer\)](#), [Jeremy Houska](#)

Meeting called to order at 3:05 pm

1. Call Meeting to Order (Belerique - 5 min)
2. Welcome (Belerique - 7 mins) -
 - a. Land acknowledgement
3. Approval of [June Meeting Minutes](#) (Belerique - 2 min).
 - a. Cinnamon makes a motion to approve, Juan seconds. All voted to approve. No oppositions. No abstentions.
4. Non-Conference Committees / Taskforce
 - a. MarComm Committee (Everhart & Lee, 5 min)-
 - i. Book club
 1. It was suggested that, as a means of promoting and building community, perhaps a promoted IR book club on the website with regular meetings. You would have to be a CAIR member to access these meetings
 2. For those who don't have enough time for books, short articles may be preferable. We could also connect to articles presented at our conference or those that guide our EDI efforts. It was suggested that the activity, if undertaken, should connect with the conference theme. Santos will take the lead if a reading group is started.
 - ii. Policy and Strategic Planning Update
 1. Don recapped the MarComm meeting from the previous week, discussing the strategic goals directly supporting conference

registration, proposals, and supporting the overall CA IR community engagement.

2. Andrew and Rosa suggest prioritizing the conference – perhaps with a focus on an article by the keynote speaker or highly weighted proposals.
 3. Juan asks about networking events outside of the conference – smaller, local? The group had some knowledge of these sorts of events but they were not organized by CAIR.
 4. Deborah points out the previous success of town hall formats – these meetings need not necessarily be high touch.
 5. **Next steps:** Susana, Deborah, and Don to discuss (potentially with the rest of the MarComm Committee) and organize at least an initial meeting around an article from the conference speaker. That may either be a one-off to promote the conference or the start of a series.
- b. Partnerships Committee (Belerique, 5 min)-
 - i. Between Two Presidents will be sent out this month with the RP Group president
 - c. Systems Efficiency Committee (Santos, Cress, 5 min)-
 - i. Belerique requested Santos to follow up on A/V for the conference.
 - d. Strategic Planning Committee (Houska, 5 min) –
 - i. No updates, TBD
 - e. Equity, Diversity & Inclusion (EDI) Taskforce Updates- (Apitz, Cress, Santos, 10 min)
 - i. A meeting occurred in the previous weeks with feedback from the larger EDI task force. Andrew brought a draft of the CAIR Statement on Equity, Diversity, and Inclusion for all to review. After that meeting, the statement looked substantially the same, but with added definitions for EDI. This draft was brought to a vote to adopt as the official CAIR statement for Equity, Diversity, and Inclusion.
 1. Juan makes a motion to approve, Cinnamon seconds. All voted to approve. No oppositions. No abstentions.
 - ii. **Next steps:** The board should establish a standing EDI advisory committee. The timeline could either be in the next few months, or in the next calendar year. Cress noted that it might be necessary to include this committee in the bylaws if concerns developed regarding the committee's continuation over time.
 - iii. It was discussed if the EDI task force can be considered disbanded since a major purpose was the creation of the mission statement and advisory committee. Cress suggested that the primary task of the task force has been accomplished and so it could be disbanded. The EDI task force



volunteers may be willing to continue their service on the EDI committee if it starts this year.

- iv. Regarding the recently-approved WASC fellowship, it was discussed when we were to announce it to the public...possibly at the conference or earlier like in the upcoming months?

- 1. Deborah: We might consider different announcements for the WASC fellowship and the new EDI statement – we might build up to the new EDI statement at the conference.

- f. Nominations / Board Selection Committee (Cress, 5)

- i. Committee to meet next week. Positions opening for a VP and two directors – particularly from the UCs, CSUs, and CC segments. And more from central and Northern CA. Often, historically the VP is selected from a current director but that is not a requirement.

5. Conference Planning

- a. Conference Planning Committees -

- i. Conference Proposals (Belerique, 5 min)

- 1. Likely extended by a week, to next Friday. Registration, conference proposal extension, and Samuel Agronow applications to be announced together on Monday, 7/19/21
 - 2. We have 25 current proposals.

- ii. Conference Web Registration & Platform (Tang, 5 min)

- 1. Registration running through Whova – providing details of where, when, and description.
 - 2. 5 ticketing tiers: Early Bird, One Day (for each of Wednesday, Thursday, and Friday), Retiree and Student, and Regular.
 - 3. Ryan H. suggests including preferred pronouns as an optional field – to be used with badging.
 - a. **Next Step:** Mailing to add this to the registration form as an optional field.
 - 4. Adding other fields like gender might be too sensitive, even if collecting that information might be helpful for EDI strategy.
 - 5. Regarding the 'institution' field, Deborah suggests that we consider the manually-entered entries and add entries from there to the drop-down.
 - 6. **Conference fee display:** Option A is to include the base and then the fee. Option B is to see total cost up front, then broken out by CAIR rate and fees. We could also consider a modified Option A – where we show the base, then the fees, then the total. The group decided on option B.
 - 7. Susana asks if there might be a disclaimer regarding the event of a COVID-based delay, or an online option. Rosa said that our refund policy covers that. We don't want the virtual to compete



with in-person format, so if we do the virtual format, we might launch it later.

8. **Hotel Pricing:** Option A – include base price per night plus tax and fees, Option B – base price, all fees listed and totals as per resort website, Option C – estimated total. Group decided option A.
- iii. Sponsorships (Cress, 10 min)
 1. Pricing structure – we need to increase the costs for each tier, likely by at least 5% to keep pace with inflation. We may also add a tier – a diamond level. Board did not register any objections to the increase or added tier options.
 2. No fee increase since 2014 for platinum and gold levels. One time increase in 2015 for silver and bronze. Frozen since then.
 3. Cinnamon: We also passed on Eventbrite registration fees, so we may do the same with Whova.
 4. In-person conferences may be rare this year, which may potentially boost the demand for sponsorships.
- iv. Awards and Scholarships Committee (Harris, 5 min)
 1. No updates – if you can think of a good candidate, please encourage them to apply!
- v. IR 101 Series (Harris, 5 min)
 1. No updates
- vi. Other committees coming soon (Belерique, 3 min)
 1. Conference Games (Lee)
 2. Keynote Speaker Selection (Belерique)
 3. CAIR-aoke (Prabhu)
 4. Session and Overall Evaluations (Santos)
 5. Managing Video Content (Aptiz)
6. New or Other Business (Belерique, 3 min)
 - a. WASC fellowship. **Next Steps:**
 - i. Send Acceptance.
 - ii. Some questions: How to move forward from there? Who should be at the meeting with David Chase from WASC? We have an advisory group, the EDI advisory board, the team that submitted the proposal, and Rosa.
 - iii. Andrew suggested it would be possible to begin the EDI advisory committee to advise on the project. This needs a volunteer from the Board as a chair.
 1. **Next Steps:** Within the next week, find a chair for the new committee and approve for the remainder of the calendar year. Belерique suggested Santos consider chairing the committee.
7. Adjournment (Belерique <1 min) 5:01