

## **NNECAPA Executive Committee**

### **Conference Call Minutes**

Friday January 20, 2023 – 11:00 am

EC Attendance: Eric Vorwald, Meagan Tuttle, Catherine (Cat) Ingraham, Sarah Wraight, Matt Sullivan, Amanda Bunker, Cat Bryars, Jeff Levine, Nancy Kilbride, Kyle Pimental, Sarah Marchant, Sam Durfee

1. **Call to Order.**
2. **Minutes.** Motions to approve Eric Vorwald, second Sam Durfee. Approved unanimously.
3. **Treasurer's Report** – Sam Durfee
  - Checks went out to Sections in January for conference distributions. In our budget discussions, we had agreed to target 75% of annual profits for NNECAPA go into the NNECAPA money market account; Sam interested in looking into an alternative to the current money market account/CD with better rates. May be at different bank but we can keep existing regular account at Citizens Bank. Meagan, Sam and Nancy can evaluate which one to move to, and how much; Sarah M. moved to move \$20,000 to a new account/CD with a better rate, Cat I. seconded; Jeff amended that the amount may be adjusted (by Meagan, Sam, Nancy) if needed; approved unanimously.
  - Taxes filed and accepted by IRS, not sure if they are still in review (E-file required, small fee paid)
  - Stoweflake Resort second payment went out (2024 conference venue), still have a third payment to go but in 2024.
4. **Conference Planning Updates** – Nancy Kilbride, Conference Representatives & Conference Chairs
  - Great outcome from 2022 conference; Nancy reported on sponsors, how things went
  - Nancy, Cat I. and the MAP Board currently researching and evaluating options and may have a recommendation soon to bring to the EC; Cat I. will coordinate with the other Section Conference Representatives as well.
  - It was noted that Sunday River will be a contender for ME conference again in 2025 due to its great price and good location, no upfront objections from the board; some discussion on a downtown location versus the more isolated rural location; Eric noted that some rooms at Sunday River seemed too small, though breakout room size will probably always be an issue; may consider having more concurrent sessions, but conference may not always be as well attended; may consider pre-registration for sessions, may be ways to manage crowds if numbers known ahead of time.
  - 2023 planning – the Call for Sessions is out, sponsorship development in the works; early discussion/consideration for transportation options to Portsmouth (not much to do in Newcastle, especially in November/off-season), and noted that Newcastle has a local ordinance requiring police at events with alcohol...; discussion on program blocking, when to have awards, social hours, business meeting – noted that the Tues morning business meeting had better attendance, was great in 2022, good to keep that on the morning of the full (middle) day.

5. **Strategic Plan Update** – Meagan Tuttle, Jeff Levine, Matt Sullivan

- EC reviewed the draft updated prepared by Jeff, Meagan, Matt; was sent to the EC only just before meeting, so EC will have a chance to review further.
- Update focuses on “Strategic Objectives” and reorganizes objectives/themes from the original Strategic Plan, with some new items – overall simplifies/streamlines the Strategic Plan (Objectives and high priority Actions, one page each).
- Updated the Work Plan to be more dynamic; expecting more changes and adjustments as the plan update process continues.
- Meagan will reach out to Sections about getting feedback on update.

6. **Ongoing Projects**

a. **Google for Nonprofits** – Sarah Marchant

- Sections all have access; currently in the process of moving files over into the new Drive.
- Still operating under the assumption that you need a NNECAPA email address to access the NNECAPA Drive; Jeff said GrowSmart Maine is doing the same and having the same access issue.
- Administrator (Sarah M.) currently the only one who can reset passwords.
- Everything from NNECAPA Dropbox is moved into the NNECAPA Drive.

b. **Sustaining & Conference Sponsors** – Nancy Kilbride

- Sustaining Sponsor & Conference Sponsor levels reviewed by Nancy, Meagan and Section Presidents; no change to Sustaining Sponsor levels.
- For Conference Sponsors, eliminating the \$250 level; increasing the \$500 level to \$600 due to expenses of registration, table, meals; overall, expenses for conferences going up and we need to consider how sponsor levels/participation can continue to better support conference budget.
- Discussion on vendor tables: if there’s a limited amount of tables, we want to make sure the high-level sponsors are guaranteed a table, maybe consider a higher amount to get a table; the challenge is that smaller sponsors often want a table, higher sponsors sometimes don’t want a table.
- Timing (in Policies & Procedures): initial Sustaining Sponsor solicitations go out first, then initial NNECAPA Conference Sponsors, then Section sponsors (state spring events) – Nancy soliciting Sustaining Sponsors now, with info on other sponsor options (Conference, Sections) as part of that; proposal made to hold back on Conference Sponsor “big” push later after Sections do sponsor outreach for spring events; ultimately decided that conference sponsor info will be available and circulated (sent to a smaller list of potential conference sponsors) but not as much active recruitment/solicitation at first.

c. **2023 membership outreach** – Nancy Kilbride

- Nancy will start working on the membership recruitment drive once the initial Sponsor outreach done.

- MAP (Jim Fisher, Membership Secretary) provided input to Nancy, still awaiting input from NH & VT.
- Eric volunteered to be the EC member to help with membership, since there is still no Vice President (who would be designated to work on this)
- New member welcome: NH working on that as a template for NNECAPA and the Sections, might be available in Feb.

d. **VP Recruitment** – no update

7. **Officer & Committee Roundtable**

- Constant Contact training hopefully this spring – Jeff sent videos/info to the list of interested NNECAPA/Section folks.
- Yankee Planner expected to go out in Feb.
- FAICP letter going out to those potentially eligible (Sarah M.)
- Update that MAP getting a new Treasurer, will be a long-ish transition to get new Treasurer on board (maybe summer), former Treasurer helping to train new Treasurer.
- Cat B. asked to step down as Secretary due to her new job, she will stay on EC (to the extent possible) as needed.

8. **Adjourned.**