

2021 AGLOW Spring Board Meeting 1:30 EST March 28, 2021 Punta Gorda, Florida

The AGLOW annual board of directors meeting was called to order at 1:31 PM EST March 28, 2021 by Chairman Tim Lesmeister.

Roll Call: Present were: Chairman, Tim Lesmeister, President, Ken Perrotte, Treasurer, Trent Marsh, Secretary, Karen Lutto, Executive Director, Mark Smith, members, Joe Henry, Josh Lantz, Dena Vick

On Conference Call: Board Members; Barb Carey, Mike Schoonveld, & Chris Sebastian.
Committee Chairs; Mark Strand, Scott Mackenthun

Missing Board Members: Josh Huff

Proxy: Josh Huff to Tim Lesmeister

Motion by Henry and second by Perrotte to accept the minutes from the 2020 Annual Board Meeting (Conference Call)
Motion passed.

Motion by Lantz and second by Marsh to accept Officer & Committee Reports. Motion passed.

- President's Report (Perrotte)
- Executive Director's Report (Smith)
- Treasurer/Finance (Smith/Marsh)
- Conference Committee Report 2020 (Perrotte)
- Site Selection Report (Perrotte)
- High School Grant (Marsh)
- Awards-in-Craft (Perrotte)

Reports Discussions:

Media Member Report (Mackenthun)

We need to target more recruits and with that it was decided that an oversight report would be helpful. Need more time to work on and talk about issues. Tim will do a future call with Scott to further discuss recruitment and have at the next AGLOW board meeting.

Will receive direction from the Board.

State of the Art Communications (Strand)

Session at the AGLOW conference to do a digital session. Mark Strand has offered to help members any time to get up to speed in the digital age.

Joe Henry talked about how we need to better present AGLOW as a leader in the digital world. Discussion was led that as a writer organization we need to be cutting edge and consistent with all of our messages using state-of-the-art digital in everything we do. To set ourselves apart, we have to be a cut above all of the other writer organizations.

Is the committee actually part of the Craft Improvement Committee? Should it just be an ad-hoc committee of that one? Will be further addressed under the Constitution and By-Law section. Marsh to investigate as the By-Law Committee Chair and report back to the board.

Corporate/Tourism Member Committee (Vick/Zaleski)

In an effort to better serve the corporate members sponsoring AGLOW media events Vick offered to provide a media monitoring service report (Cision). Lutto also offered her media monitoring services (Burrells.) Vick also offered to put AGLOW members onto her media service so that they can be tracked when writing articles about AGLOW events. All of this will help alleviate complaints from corporate members sponsoring events that are unable to track their results. Further discussion ensued about how to better track articles and help all AGLOW members with getting their information to each other.

Request for interim update on CVB and how to work with them. Sometime before ICAST – early June.

Constitution and By-Laws Committee (Marsh)

Discussion of the needed changes resulted in Perrotte directing the committee to provide markup of existing By-Laws with changes and a clean copy of the suggested new By-Laws by the end of May. This will allow the board to review and then present to the membership for 30-day vote before the annual meeting.

OLD Business

2021 Conference Site visit

Mark Smith visited Tree Tops Resort in Gaylord, Michigan the week prior to the board meeting. Everyone in Gaylord is very optimistic that the pandemic restrictions will be eased enough to have the conference. Mark Smith and Paul Beachnau discussed options for activity locations that would accommodate our functions and stay within the current more restrictive pandemic rules, as a back up plan.

2022 Conference – Branson

Mark Smith had a discussion with Lynn Berry at the Branson CVB regarding the 2022 conference to be held there. They area also confident that the pandemic restrictions will be eased enough for hosting the conference in 2022.

Conference RFP Revision – J. Zaleski started to look into revising the current RFP prior to the pandemic. Needs to complete; too complicated right now.

BREAK

Action Item

Approval of New Members – Motion to accept – Trent Marsh Second, Second, Josh Lantz.
Motion passed.

New Business

1. Member Communications (Horizons) – needs to be a better communications vessel.
 - a. Check with the By-Laws on what is contractually being fulfilled
 - b. Communications Committee to take more control, come up with an editorial calendar, proofing and providing input
 - c. The editor should work for the Communications Committee.
 - d. Communications Committee needs to iron out what the requirements are for the editor of Horizons.
2. Use of Logo – Ken to look at use. Ken to get back to Bylaws committee regarding this.
3. Discussion regarding AGLOW Committee Structure. Can some be combined or eliminated all together. Directed Trent to review in Bylaws.
4. Dues Structure Assessment; sliding scale/multi scale/multi-year. Executive director to present scale for reduced dues for paying 3 years at annual meeting.
5. Discussion regarding diversity – Toyota Scholarship could be an excellent recruiting tool to bring in new members from diverse backgrounds.
6. Discussion regarding a marketing plan for the organization. New Marketing Committee – Josh Lantz, Karen Lutto, Trent Marsh
7. Video for member recruitment on our website – Tim is working on this.
8. Barb - add hash tag list for corporate sponsors and contact phone numbers for conference sponsors.
9. Discussion regarding making Executive Committee Member 2-Year Terms – A straw vote of the board unanimously approved of two-year terms for the Executive committee positions. Directed Trent to incorporate into new Bylaws.

Motion to Adjourn 4:35pm – Josh Lantz, Trent Marsh second. Motion passed.