

2022 AGLOW Spring Board Meeting  
8:00 AM CST March 16, 2022  
Chateau on the Lake Resort in Branson, Missouri

The AGLOW annual board of directors meeting was called to order at 8:06 AM EST March 16, 2022 by Chairman Tim Lesmeister.

Roll Call: Present were Chairman: Time Lesmeister, President Ken Perrotte, Treasurer Trent Marsh, Secretary, Karen Lutto, Executive Director, Mark Smith, members Chris Sebastian, Shelly Crant, Josh Lantz, Dena Vick and Joe Henry.

On Conference Call: Board Members: Barb Carey and Scott Mackenthun.

Motion by ? and second by Trent Marsh to accept the meeting minutes from the September 14, 2021 Annual Board meeting in Gaylord, Michigan.

Motion passed.

Motion by Trent Marsh and second by Shelly Crant to accept Officer and Committee Reports:

President's Report (Perrotte)

Executive Director's Report (Smith)

Treasure's Report (M. Smith/Marsh)

Craft Improvement (Pinsky)

Supporting Member Recruitment (Gladkowski)

Media Member Recruitment (Mackenthun)

Nominating Committee (Perotte)

Marketing Committee (Vick)

Reports Discussions:

**Executive Directors Report:**

Discussion led by Smith on the current member situation – both corporate and media.

Numbers are down on both corporate and media memberships, however we are not in a dire situation. To attract more media and address requests from current members Mark is looking into AGLOW media membership cards. This will be addressed in the near future.

More frequent "Media Camps" were discussed at length, as these are a great money makers and recruitment tools for both media and corporate memberships. The success of the recent ice fishing media camp was brought up as an example. Mark has several media camps in the works that will be discussed at a later date.

Lesmeister noted that he did not get any information from past presidents to address at this meeting.

### **Treasurer's Report**

Currently AGLOW is in solid financial situation with a bank balance of \$103,094.00. Recruiting new members is still critical. Renewal notices have gone out to corporate members. Additional revenue will be generated from media camps that will take place throughout the year.

### **Craft Improvement**

Perotte talked about committee chair Jay Pinsky who was not present. Jay is a possible speaker for the upcoming conference in September.

### **AIC Awards**

Discussion on whether we increase the value of awards to make them more coveted was on the table. At the conference we typically get about 400 entries. We have approximately \$6500 in sponsorship prize money for those entries. Last year we dropped third prize allowing a take home of \$150 for 1<sup>st</sup> Place and \$100 for 2<sup>nd</sup> Place.

Barb stated that people are joining and submitting for the AIC for the recognition not for the money. Most agreed that the current AIC is working as it is with no entry.

Important to keep judge's comments on winners' entries. They are appreciated.

Idea of "Best of Show" with a top prize was brought to the table. No decision was made.

### **Communications Committee**

Discussion on how to build an AGLOW email list with shared corporate information.

Need to figure out and fix Horizons. It is antiquated now. It served its purpose at its time as a print publication, but it is time AGLOW to step it up and revamp Horizons. Tom's contract is up. We need a new job description and increase the salary for this position. Mark offered to take an initial salary cut to allow AGLOW to fill the the communications coordinator position immediately since this money was not previously allocated.

After further discussion it was decided that it would not be necessary, and resources could be reallocated, and the new position would be offered at \$12-15K annually.

Trent offered to write a job description and have that by May 1. Plan is to have the position filled by July 1.

Discussion was brought up on the need to train the media members to send articles, podcasts, etc. to AGLOW clearing house for use, i.e. [content@aglow.com](mailto:content@aglow.com). This will be something the Board and its members will need to work on as we move forward.

Dena brought up the idea of putting together an "influencer team." This concept will be further developed as the board felt it was a valuable idea.

10 Minute Break

### **Conference Discussion**

Discussion opened on possibly cutting conferences to a 3-day conference. It was decided that the 2022 Branson conference would remain a 4-day conference as we were committed to a certain number of hotel rooms. Trent proposed a tentative schedule for the upcoming conference that would maximize time and efficiency and keep members at the conference: Sunday, September 18 – no breakfast, pre-trip, no lunch, Board meeting, President’s Reception dinner

Monday, September 19 – Breakfast, registration, lunch that goes directly into membership meeting, and then tourism speed-dating and Break Out

This led to a break in the schedule discussion and the topic of the shooting day activities and site issues began.

Will we have participants? Should we combine Shooting and Break Out. (Trent is adamantly opposed to this idea.) Do we have a range that will accommodate long range rifle and pistols? These questions will be worked out in course of the next few months as corporate members sign up for the conference and the board works with a shooting facility for the event.

Dustin and Serena are offering to assist for range day once these issues are resolved.

### **New Media Members**

Member recruitment continues to make progress.

Via telephone Mackenthun discussed recent recruit Serena Juchnowski joining the committee and her input and enthusiasm. She has also offered her expertise for the shooting day event. Twelve new media members were recruited.

Currently the By-laws state the entire BOD needs to approve all new media members. It was decided that the by-laws need to be rewritten so that the executive director can vet all new members.

### **Action Item:**

Motion to change By-Laws Tim Lestmeister. First Shelly Crant, Second Joe Henry  
Motion Passed

### **Action item**

Approval of New Members Motion to accept Joe Henry, First, Josh Lantz, Second Ken Perrotte.  
Motion Passed.

**New Business**

Tim Lesmeister suggested that new member recruitment and scholarship committees be combined. Scott Mackenthun. could be in charge and Tim will sit in. After further discussion about the different levels of scholarships, i.e. NWTF grant vs Toyota scholarship, it was decided that membership recruitment should actually be part of the marketing.

Joe Henry led a brief discussion on what we can do for tourism groups at the conference to keep them there longer and attract more to attend.

Motion to adjourn by Trent Marsh, second by Josh Lantz. Time: 11:31 AM