



**Board of Directors Meeting Minutes
January 13, 2020**

Approved 2.11.20

I. Welcome - Lisa Krystosek

A. Meeting call to order: Lisa called the meeting to order at 8:20 PM CT.

B. Roll Call:

Board Members Present: Lisa, Beth, Jeff, Marian, Misty, Wanda

Board Members Excused: Ric

Executives Present: Lynn, CEO and Janet, CFO

II. New business - Lisa Krystosek

A. Review and Vote - minutes from December 2019 Board Meeting

The December meeting minutes vote to approve was delayed pending review of the original draft by Lisa and Lynn prior to sending to board members. Members will be asked to vote to approve the December minutes by email once they are received and reviewed.

B. Conference update – Board engagement during conference

It was decided to use flip charts and tripods scattered at various locations throughout the conference setting for attendees to write their ideas about Eagala's 20/20 Vision. Lisa and Marian are driving to the conference and will bring the flip charts and Sharpies of various colors. More details will be discussed at the February board meeting.

C. BOD contacts and bios on website

Board bios are not posted yet on the new website, but Eagala still has them electronically and will post them later.

D. New marketing strategy – Soul Story Creative

The board discussed how the process of signing this contract with a new marketing team took place, and would like more input on such contracts in the future – especially considering the confusion as to Baumer Impact's role – which was originally marketing and diversification of funding streams (outside of the Eagala membership). It was generally acknowledged that Eagala has not seen the return on investment in the diversification of funding area of the budget. The goal is to make sure everyone on the board has read and understands contracts Eagala enters in a timely manner.

III. Committee Reports

A. Governance Committee - Marian Heyink

1. CEO Evaluation and next steps

The board acknowledged that this is the first year of a new evaluation process that provides more robust criteria with written board feedback on strengths and opportunities for growth for the CEO. It was decided that Lynn and the Executive Committee would discuss the details of her evaluation during their next meeting instead of involving the entire board during this already crowded meeting agenda.

2. Board Self-Evaluation process

Board members will complete their own evaluation forms and send them to Lisa via email by January 31, 2020. Lisa will compile the data and the board will discuss the results together F2F prior to the conference during that board meeting. Board members discussed the need to follow-through and build in continuous quality improvement in the evaluation process. The board wants to have the process matter and have an impact on our future growth and cohesiveness – both as a board and as a collaborator with the executives. It was also suggested that the CEO have an opportunity to evaluate the board in order to complete the evaluation cycle and build a more effective communication process.

B. Finance Committee - Jeff Moore

1. Review and vote on 2020 budget

The Finance Committee met last week and revised the 2020 budget. The board discussed the 2020 budget in detail, including some exciting philanthropic projects. Lynn discussed some metrics on the budget. She also shared that Baumer Impact continues to be funded through March/April in order to complete the Horse Show Lunch & Learns and that she should have a good idea of return on that investment at that time. The Finance Committee suggested adding 2, 1st timers to each Fundamentals Training, and felt good about recruiting new 1st timers. The board and Lynn are continuing to discuss concerns with the return on investments in fundraising.

Jeff moved and Marian seconded the motion to approve the 2020 budget. Beth asked some clarifying questions, and Janet took an active role in the discussion. After discussion, the motion carried unanimously.

2. Dropbox link to draft budget:

[\(Dropbox link removed for minutes\)](#)

3. Endowment – creation and funding

Discussion of the endowment idea indicated some confusion among members of the board about whether or not the funding would be secured from a partial amount of the proceeds from sale of the Santaquin property. Jeff said he did not feel good about that idea because it essentially ties Eagala's hands in legal ways most of us do not fully understand. It was his expectation that Baumer Impact would recruit donors for the endowment fund, and that Eagala would keep 3 months of operating expenses in the bank for emergencies. He suggested the board not fund the endowment with the sales proceeds, but instead, continue targeting high net worth individuals who are interested in what Eagala does and want to support it in major financial ways.

The board discussed how to increase exposure to members, how to make many different efforts to reach members and programs, and how to support them all. With our new partnership with Soul Story Creative, Eagala is engaged in automated email streams (funnels) and they are also tracking all those numbers. The board is hopeful that Eagala will benefit from the collaboration with Soul Story.

IV. Discuss Executive Officer Report - Lynn Thomas to provide report via email
 Lynn shared a few portions of her report. She spoke about networking sections that are now on our website. She shared the new logo options from Soul Story. So far, Eagala has 357 attendees registered and 18 exhibitors – both numbers are larger than previous years at this date prior to conference. Importantly, Eagala will be “live-streaming” portions of the conference thanks to Soul Story. The board discussed how to support members and programs. Lynn shared that there are now many more ways to earn free CEUs online. If board members are approached by membership and/or programs in the field, Lynn requested that they send those individuals and programs to her team – by phone or email. Much is listed on the website, but board members suggested it could be made even easier to access by smartphone, for example. The board looks forward to what Soul Story can bring to Eagala’s membership, and how it can help recruit and retain members now and in the future. The board also looks forward to being together at the 2020 conference.

V. Other Business - Full Board

January 2020 Eagala Board Committee Calendar Action Items (To report during February 2020 Full Board Meeting)	
Finance Committee	Governance Committee
Authorization of financial institutions and authorized signors (annually)	Review Governance Committee Calendar.
Review Finance Committee Calendar.	Review Governance Responsibilities.
Review Finance Committee Responsibilities.	Board Self-assessment and Evaluation Reviews.
	Plan board education/development topics for next year.
Link to Eagala Board Calendar: https://www.dropbox.com/sh/2n079glo1zftjb1/AAD-rb8apOVxldN67Qwarpgoa?dl=0	

VI. Adjourn - Full Board

Beth moved and Wanda seconded the motion to adjourn the meeting at 10:13 PM CT. The motion carried unanimously.

Next Board of Directors Meeting:

Tuesday, February 11, 2020 @ 6pm PT; 7pm MT; 8PM CT; 9PM ET

Minutes respectfully submitted,

Wanda Whittlesey-Jerome

Eagala Secretary of the Board, 2019 – 2020