



*IMPROVEMENT THROUGH EDUCATION & NETWORKING*

## BOARD OF DIRECTORS MEETING MINUTES

*MAY 20, 2024*

The meeting was brought to order at 6:15pm.

Present: President Mike Movius, Vice President John Bamberl, Vice President Carol VanOrnum, Treasurer Bill Miller, Steve Rauschkolb, Jared Peatman, Craig Apperson, and Melissa Winn. Secretary Andrew Mizzak was excused.

Guests: Wendy Lunko and Steve Magnusen.

### **I. WELCOME**

### **II. CORPORATE BUSINESS**

- The previous meeting minutes and treasurer's reports were approved unanimously. (Mike briefed the board on the issues with Aplos. It was decided that rather than use some "global" tool or process, that a more in-depth consultation with support staff was more desirable.)
- Steve Rauschkolb reported on the marketing efforts. He talked about how expensive bad addresses can be and asked members to continue to update physical addresses and send them to him.
- Carol said that the May Light Post has been delivered and that she is working on the August edition. She further said that readers loved Jared's article.

### **III. INITIATIVES**

#### **i. INTERVIEWS WITH CWRT LEADERS**

- i. Carol explained the idea behind the leader interviews, how we are going about scheduling their recording and the various ways that we can help CWRTs through the experience of others.

#### **ii. PROPOSED ANNUAL FUND**

- i. Mike talked about his idea for an annual fund campaign. A discussion ensued about the potential conflicts with the Giving Tuesday campaign, timing issues, etc. It was decided that he should launch the campaign ASAP.

### iii. GRANTS PROGRAM

- i. Mike introduced Wendy Lunko who has volunteered to assist the board in developing grant applications and advising on metrics and post-grant reporting. She had several ideas for the board to consider. It was determined that members provide her with potential granters, and that she will return with some likely candidates including timeframes and other requirements.
- ii. Mike talked briefly of the Net Promoter Score responses he has received. He proposed that NPS be one of the primary metrics of effectiveness.

### iv. AI USING *NGOHACKS.COM*

- i. Prior to the meeting, Mike had distributed a solicitation about Artificial Intelligence. The discussion centered on the utility of AI for our mission and activities. It was determined that AI is too immature for our needs at this time.

## IV. WORKSHOPS STATUS

### • MARKETING & SPONSORSHIPS

- i. Steve discussed the marketing and sponsorship efforts he has been making and their effectiveness. Mike explained that he has been marketing through weekly email blasts and during Civil War Friday online events.
- ii. John will work with Steve and Carol to assist the Scottsdale CWRT with their advertisement.
- iii. After some discussion, Steve set the deadline date for program development to be July 4<sup>th</sup>. HOWEVER, that date is for final tweaks, not new advertisements.
- iv. Mike suggested to insert the questions from the Marketing and Partnership segments in the program.
- v. Mike also suggested that we insert a QR code linking to the Sustainability Challenge and include the challenge logo in the program.

### • REGISTRATION STATUS

- i. Mike advised that as of May 18<sup>th</sup>, we have 10 paid registrations for each of the Winchester and Indianapolis workshops.

### • FOOD SERVICE

- i. Steve Magnusen had sent proposals by two caterers in Indianapolis. After some discussion, it was decided that we will go with Shapiro's Delicatessen. In terms of pricing, it appears to be approximately \$20 per person. Steve will contact the deli, work through the details (delivery, deadline to order, etc.), and report. The following will be the basis of our order:
  - One-half sandwiches with three meats (Peppered beef, Smoked Turkey, & Chicken Salad), coleslaw, and water.
- ii. Melissa had connected with Panera Bread in Winchester. The price was comparable to Shapiro's. But, after all that, the board decided to go with Geno's Pizza based on Bill's love of their pies. Melissa will contact them about delivery, ordering, etc.

- iii. In terms of coffee and pastry in the mornings, it was decided that we should order coffee in carafes like those sold by Starbucks and buy pastries at a local bakery the day before. We will do our own deliveries.
- PROGRAM DEVELOPMENT
  - i. Mike played the Partnership videos he will be presenting. He advised that he plans to introduce the videos and answer questions after they are played.
  - ii. Jared displayed his PowerPoint and said he prefers to do them live, rather than a recorded video. He wants to develop a survey of CWRT practices for cementing the membership of new attendees. He asked that the board send him their questions about that subject. He and Mike will put together the Survey Monkey questionnaire when Mike returns from Cleveland on 5/29.
  - iii. Steve Rauschkolb suggested more emphasis be placed on Public Relations, i.e., writing press releases. Jared agreed. Mike said he'd prefer to have an online class on How to Write a Press Release.
  - iv. Jared prefers to not record his sessions but understands the need to manage the time and its limits.
  - v. Jared will also develop the reflective questions for both of his segments.

#### V. LAST THOUGHTS

- **Carol** liked how the workshops were shaping up. She also has some survey questions for Jared.
- **Steve Rauschkolb** asked the board to send him any new or updated physical addresses for CWRT leaders.
- **Craig** liked the marketing presentation. He suggested that mentors be used to solidify the relations with new members as an emotional link.
- **Melissa** will have some questions for Jared on new member experience.
- **Steve Magnusen** asked how CWRT leaders are being encouraged to attend workshops. Mike advised that he is marketing to them through email blasts and during Friday online presentations. We have also sent out flyers to CWRTs within 300 miles of Winchester and Indianapolis.
- **Bill** advised that he has developed contact information for CWRTs near Williamsburg. He also advised that he will be interviewed on radio about his CWRT and local preservation sites. Mike suggested that he ask for the recording so it could be disseminated as an example of how to market.
- **John** was excited for the workshops. He calls Scottsdale's efforts outreach, not marketing. He explained how they were able to secure new members at a Senior Expo recently. He said they assigned board members to work closely with two local historical societies and develop relationships with them.
- **Wendy** asked for the board to develop and send her metrics that can possibly be used as she develops a short-list of potential grants.

- **Mike** had several updates.
  - i. CERTIFICATES OF DEPOSIT
    - First CD matures 5/24 with a yield of \$192
    - Second CD matures 10/30 with a yield of \$218
    - Chase CD rates as of 5/15
      - 2 months = 4.25%
      - 3 months = 2.0%
      - 6 months = 3.0%
  - ii. CIVIL WAR FRIDAYS
    - Booked through 8/30
    - Want dates for Fridays with Grant
    - Cory Pfarr – Longstreet on June 21<sup>st</sup> (YouTube 41,761 views)
    - Terry Pierce – Thundering Courage, July 19<sup>th</sup>
    - Timothy B. Smith – Open Q&A Vicksburg August 9<sup>th</sup>
    - Contacted by Kevin Herschberger of LionHeart Filmworks for a presentation
  - iii. LIBRARY OF CONGRESS
    - Connected LOC with William Griffing (Spared & Shared)
  - iv. NEW CWRT in CARSON CITY, NV
    - Fielded an inquiry on “how to”
    - Craig interested in updating my old PowerPoint
  - v. BLACK SUPPORTERS’ STATUES IN GETTYSBURG
    - Doug Galuszka of VA of WA
    - Jean Green Director of Lincoln Cemetery Project Association
  - vi. AMERICAN BATTLEFIELD TRUST
    - Asked Melissa to discuss a meeting with David off line.

**IV. CLOSING** The meeting closed at 5:15pm Pacific