**MACC Board Meeting** A picture containing clipart

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January 17, 2020 at 9am

**ATTENDANCE:**

Reagan, Russ, Daphne, Jenny, Sheri, Patti, Candi. Russ, Jann, Laura & Tracy (all via zoom)

Action items listed in yellow

* November Board meeting minutes approved - Reagan will add to the website

**FINANCIAL:**

* Prior to the meeting, Patti had emailed financial statements in advance for review.
* A little net loss for 2019 - due to no conference. Recommend doing a conference every year for connection, visibility and for monetary./ financial stability

**MARKETING:**

* Reagan – Membership New Member folders ready for review at next meeting
* Missed you campaign went out
* Save the Date emails went out to 3,500. We will get the brochure ready and web, social and email marketing will begin for April Conference
* More Video Library Interviews:
  + At the February Meeting: Patti, Russ & Jann will give video interviews
  + Reagan will edit and add these to the website

**EQUIPPING COMMITTEE UPDATES:**

* We have 2 keynote speakers (am & pm)
  + 6 speakers for conference workshops
    - Prodigal child by Jenny Beall
    - Daring Way with Mar
    - Trust Your Gut, Trust God, Dr. Jodi Sampson
    - The Marriage Journey with Russ & Patti
    - Lambert’s Fisher, empathic
* CEU - who can help fill out the CEU forms for the April Conference (need learning objectives & speaker credentials, etc). Do we want to purchase more CEU’s
* \*\*Due by Feb 1st
* Need a copy of marketing involved - Reagan to work with equipping and get flyer or brochure ready
* Copy of speakers / events needed from equipping to Reagan
* Laura (LMFT & Social work) & Daphne (Board Behavioral Health LADC , Patti and Jill will handle the rest
* Schedule from Patti to Reagan for marketing (so that CEU requests can go out)
* When setting up CEU, please send in a check and Patti will reimburse you
* Silent Auction - we will do baskets and donations
* Vendors - is there a vetting process for vendors? Reagan has previous vendor list and will send out info sheets.
  + Reagan needs someone to confirm vendor levels
* Value statement - “we reserve the right to review vendor applications for conference correlation & applicability”
* Reagan will be sending out an email for vendor requests this week
* Board members — when you get the email... please forward that onto additional / potential participants

**MEMBERSHIP / VISION COMBINED COMMITTEE UPDATES:**

* + How do we want to tie in membership sign up with the April conference?
  + April registration fee will be Member price - $149 / Non-member price - $189
  + Pastor $59
  + Student $20
  + Play up a special promo to students - intern connections & networking. Target counseling students / nursing / pastor / grad students / etc
  + \*\*Host event at St. Kate’s, Bethel, North Central
  + \*\*How have colleges been contacted in the past?
  + \*How can we partner with colleges to get grad students involved
  + \*Reagan check with college gatekeepers
  + \*practicum field supervisors
  + \*board members should get into classes to speak!

**OTHER COMMITTEE UPDATES:**

* + Torrch - MN Team challenge new member registration - we pay a monthly fee
    - if there are additional fees, we will need to review this. MNTC expert or IT personnel should be utilized to keep fees down. There were 32 inquiries in a short amount of time
  + Vision - idea of case consultation with an online format. People sign up and pay a small fee. Reagan to check on the privacy statement on Zoom
  + Next Connect over Coffee - Feb 7th - Patti & Russ hosting
  + \*Marketing - email march 18 - daphne / Laura
  + Jenny to get full year’s connect over coffee list to Reagan
  + \*Reagan will make facebook events & get the whole year on the website - under events
  + Daphne looking at another healing retreat. Consensus was to try another event put together a full marketing plan to support it
  + Check other events & try to make sure that MACC events do not compete with other organization’s events
  + \*MACC should go to conferences and network (MAFT Conference - Candi)
* Connect over Coffee dates calendar set - check with Jenny to be added as a host if you haven’t already
* Daphne to host next meeting in February
* Closing Prayer

Adjourn