



MACC Board Meeting

October 25, 2019 at 9am

ATTENDANCE:

Tracy, Russ, Daphne, Jenny, Jill, Sheri, Candi, Reagan via zoom, and Guest – Michael

Action items listed in yellow

MARKETING:

Reagan – Most updates are in the individual “committee reports” coming up on the agenda.

- Digging into the email marketing function and reviewing list
 - Initial email blast list was at 2,400
 - Added approx. 600 new emails from website searches and the list is now over 3,000
 - Added board members and new MACC members that were not in the system
 - Found an error where new member email addresses are not automatically loading into the email database, need to automate this – Reagan / Daphne meeting scheduled with Steve at Torrch
- Reviewing Membership and Immanuel Approach Training – most attendees are not currently members
 - Need to have a membership acquisition plan for November 1st
 - Found that most memberships are not auto-renewing – will need to discuss & address

BOARD MEMBER UPDATES:

- Patti sent Treasurer Report and will be completing her term on the board, looking for a successor
- Laura Knopp – looking to join board and interested in the Treasurer position
 - Jenny will reach out to invite Laura to apply for a position on the board
- Jill will be completing her term on the board and will stay on to help with a few current projects
- Discussion regarding referencing past board members to consult on projects / help suggest new board members

- Reagan will facilitate a process to correspond with past board members – also regarding updates on state legislation
- Board members bring prospective new members to the upcoming board meetings
- Michael is visiting today (thank you Daphne for the invite and is working on growing his business as well as the Super Grow Kids campaign. Would like to find out more & consider further involvement


EQUIPPING COMMITTEE UPDATES:

- Gearing up for Advanced Immanuel Approach Training November 1, 2019
- Discussion of “NEW MEMBER DEAL” for New MACC memberships and a “We Miss You” offer for Returning (past) MACC members – for the April 3rd Spring MACC Conference
 - Available one day only (November 1st at the Advanced Immanuel Training)
 - NEW MEMBER - \$49 membership fee
 - PAST MEMBER - \$25 Voucher (valid for April 3rd Conference Event only)
 - Candi moved to approve these offers
 - Jill second
 - Vote unanimously approved
 - Reagan to create the offer in the MACC website system and will have new members sign up on the spot (online)
 - Reagan to create a \$25 voucher for the returning members (given after new registration is complete online)
- Numbers should come in at approximately 140 in attendance
- MACC to cover speaker hotel rooms
- Jann and Sheri will work registration with Reagan
 - Reagan needs the registration sign in form from Equipping Committee
- Board to stay and help MNTC clean up
- Looking at Spring 2020 -- From Cradle to Grave – Life Transitions
 - Need Save the Date – Reagan to put online
 - Need speakers – Jann to get Reagan the form for Speaker Requests
 - Reagan to send out after Nov 1st
 - Reagan to post online & have it live by November 1st
 - Reviewing conference attendance

MEMBERSHIP / VISION COMBINED COMMITTEE UPDATES:

- Membership and Vision have been working together with Reagan for a new plan to bring up membership and to coordinate with Vision efforts and strategy moving forward
 - Need to make sure emails are being added to the database – Reagan to check with Torrch and get this automated
 - Reagan has been working on increasing the database / email list reach
 - This has mainly focused on the cities metro area
 - Jenny has an intern that will center around Rochester and find additional email addresses
 - If anyone from the board comes across new email addresses, forward them to Reagan
 - Reagan will work on membership deals mentioned earlier in the meeting as well as flyers and marketing materials for Nov 1st
- Discussion regarding the opportunity to better communicate the member benefits
 - Daphne had an example from the aacc.com website (shown on the next page)
 - If MACC can come up with a list that displays benefits in this manner, it will really highlight more tangible value
 - Reagan to develop a “Value / Benefits” flyer to coordinate with the Nov 1st ONE DAY ONLY Deals
 - Board should review the AACC membership website and offer suggestions for MACC to implement: <https://www.aacc.net/memberships/>
 - Candi suggested offering a MEMBERSHIP PACKET for new members
 - Would include Welcome letter from the Board President, Certificate, brochure, set up with a MACC Mentor, & News and Events info (social media links)
 - Additional discussion regarding the strategic difference of the facebook page and the facebook group – who is on each of these?

	PRESIDENTIAL AACC MEMBERSHIP	PREMIER AACC MEMBERSHIP	STUDENT AACC MEMBERSHIP	STUDENT AACC MEMBERSHIP	RETIRED AACC MEMBERSHIP
	\$99	\$89	\$74 <small>Insurance Included</small>	\$54 <small>Without Insurance</small>	\$54
	Join Now	Join Now	Join Now	Join Now	Join Now
✓	Christian Counseling Today (Quarterly Online Magazine)**	✓	Christian Counseling Today (Quarterly Online Magazine)**	✓	Christian Counseling Today (Quarterly Online Magazine)**
✓	Christian Counseling Connection (Quarterly) (online)	✓	Christian Counseling Connection (Quarterly) (online)	✓	Christian Counseling Connection (Quarterly) (online)
✓	CounselBytes (Bi-monthly)(online)	✓	CounselBytes (Bi-monthly)(online)	✓	CounselBytes (Bi-monthly)(online)
✓	AACC eNews (Monthly)	✓	AACC eNews (Monthly)	✓	AACC eNews (Monthly)
✓	Online Resource Catalog	✓	Online Resource Catalog	✓	Online Resource Catalog
✓	Certificate of Membership (Frameable)	✓	Certificate of Membership (Frameable)	✓	Certificate of Membership (Frameable)
✓	Member Benefits Card	✓	Member Benefits Card	✓	Member Benefits Card
✓	Members' Only Area	✓	Members' Only Area	✓	Members' Only Area
✓	Discounts on Resources & Conference Registrations	✓	Discounts on Resources & Conference Registrations	✓	Discounts on Resources & Conference Registrations
✓	Counseltalk (12) (Video-based Webinar)	✓	Counseltalk (12) (Video-based Webinar)	✓	Counseltalk (12) (Video-based Webinar)
✓	Unlimited Counseltalk Webinars**	✓	Unlimited Counseltalk Webinars**	✓	Unlimited Counseltalk Webinars**
	FREE <small>CEU Purchases*</small>	50% <small>Off CEU Purchases*</small>	0% <small>Off CEU Purchase</small>	0% <small>Off CEU Purchase</small>	0% <small>Off CEU Purchase</small>
✓	Clinical Insights (Monthly)	✗	Clinical Insights (Monthly)	✗	Clinical Insights (Monthly)
✓	Presidential Podcast (Monthly)	✗	Presidential Podcast (Monthly)	✗	Presidential Podcast (Monthly)
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- Discussion regarding consulting and offering a church / pastoral network
 - What resources can MACC provide to Pastors / Clergy
 - Offer Round Table Discussions?
 - Offer a Working Lunch for Pastors?
 - Important topic – suicide prevention
 - Identify someone as a mental health consultant

NETWORKING COMMITTEE UPDATES:

- Connect over Coffee dates need additional hosts
 - Suggested to utilize these to further promote membership
 - Bring table tent with values listed? Flyer?
 - Have website available to sign up right at the Connect Over Coffee Event
- Connect Over Coffee events are completed for 2019 -- holiday break til Feb 2020

Closing Prayer

Adjourn

