

Meeting Minutes of the Midwest Association of Christian Counselors 01/21/2022

In Attendance: Candi Schmechel, Sadie Twite, Reagan West, Daphne DeMaris, Derek Mumm

Opening Prayer

Financial Update

- Treasurer, Sadie Twite reported that technically at the year-end MACC was in the negative (-\$6000) due to a speaker fee and attorney fees in 2021. But there is about \$10,000 in the bank.
- The bank account needs to be switched into the name of the Midwest Association as that was not done last year.
- **Sadie needs the checkbook**, a credit card, etc. . .so she can take care of bills as they come up.
- We will continue to prioritize giving back to the community at the end of the year as we did with donating to food banks before.

Board Updates

We introduced ourselves to a new attendee, Derek Brumm. He was a contact invited by Candi. He is a youth pastor of five years. Having had his own mental health issues, he is very passionate about helping and resources. He indicated a desire to be involved with MACC on an ongoing basis.

Executive Director UPDATE – Reagan West

- Reported that the budget was approved for 2022 after the December board meeting.

Sponsors:

- Reagan is willing to contact potential sponsors if we give her names, but it may not be the best use of her time. If possible, Board Members ought to float the idea of sponsorship to our own contacts and details can be finalized on Reagan's end. Some of the potential sponsors mentioned during the meeting were: Counseling Care, Minnesota Renewal, Arden Woods, Water's Edge, Bridging Hope, Faithful and True, Center for Hope and Healing, Northwest Family Counseling,
- **Reagan is to attach** the Sponsorship Package to the notes when sending them out to the board.
- **Daphne will look** at the Facebook Group page for potential sponsors.

Marketing:

- Possible idea for the magazine is a Pastor's Corner written by a Pastor.
- We all agreed we need a better social media presence and more planned out. As such **Reagan and Daphne will meet** to develop an editorial calendar which will also coincide with any programming we have going on. The first six months of the year is to be developed by the end of July of the previous year and the second half of the calendar is to be approved by the beginning of the previous December.
- An idea that if we find out about good podcasts on mental health issues, we may want to feature them in the Magazine or Newsletters.
- An idea was suggested to do more video content on all platforms: Insta, FB, our website and in our Magazine and Newsletters.
- **Trinity has a content calendar** laid out on a monthly basis of what is sent out or shared when. This will be coordinated with the editorial calendar that Reagan and Daphne will create.
- **We all need to be active** on our social media platforms and like and share posts to foster better visibility within the algorithm.

Membership:

- Ask Sheri (who has expressed interest in creating content for this population) if she would be willing to begin compiling a list of pastors – pastoral care pastors in particular around the twin cities, to whom we could market memberships and workshops.

Workshops:

- It was suggested that, when we have more people on the general board, we need to create a workshop committee because a lot of work goes in to producing workshops and some of that needs to come off Reagan's plate.
- We need to suggest workshop speakers and content ideas to meet the needs of the different licenses, niches and for pastors.
- The Workshop Proposal Form populates a spreadsheet in google docs. That is where all the info to complete the CEU forms will be.
- Offer workshops and or "Ask The Counselor" Lunch and Learn for Pastors three times a year to increase value to that population. We picked Derek's brain and he suggested: 1. How to walk someone through the first days of a trauma. 2. Building a Portfolio of Resources and Referrals. 3. Counseling 101 for Grief and Trauma (say this . . .do this . . .)

Website:

- Reagan is (once again) redoing the website with updated information. If anyone has updated contact information, pictures, etc . . .get them to Reagan as soon as possible (like now).

Annual Conference:

- The topic of Shame has been confirmed and the date is October 7th is set.
- We need to confirm the location. Will it be Salem?
- Candi reached out to Heidi Mortenson about submitting a proposal as the keynote. She is excited about the possibility of presenting for us. She is working on her proposal.
- We still need presenters for workshops.
- We need to determine if we will want an afternoon keynote as we've had in the past.
- Daphne will reach out to Brook Flemming re: topic of Shame and Infertility/Post-Partum
- Derek suggested a topic for a break out session: Pastoral Care for the Pastor: Shame about "not having it all together."

Networking:

- Hosts are needed for Connect Over Coffee events (at least every other month)

Committee Updates: *We need to fill committees as soon as possible*

NEXT MEETING: See you February 18th, 9:00-10:30am. Sadie is hosting in person at Hope Academy, 740 E. 24th Street, Minneapolis. A zoom invite will be attached to next agenda.

Daphne DeMaris, MA, LPC, LPC
Secretary of the Board
01.25.2022