



MACC Board Meeting

April 17, 2020 at 9am

ATTENDANCE:

Laura, Jenny, Reagan, Tracy, Jann, Cindy, Dan, Candi & Daphne via zoom

Action items listed in yellow

Reagan to adjust March meeting minutes to add Laura to attendance. With change, the March meeting minutes are approved.

FINANCIAL:

- Patti distributed the most recent figures via email. Those are approved.
- Patti will be on as Treasurer through May 2020.

EQUIPPING COMMITTEE UPDATES:

- Jill is reviewing a replacement Keynote Speaker. She has a meeting with Mick Mahew
- The new conference date is October 2, 2020

MEMBERSHIP / VISION COMBINED COMMITTEE UPDATES:

- No new updates at this time.
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NETWORKING COMMITTEE UPDATES:

- Private practice workshop was changed to online. With COVID, there was limited marketing & did not have attendance.
- Next Connect over Coffee is May 20th. Deciding if the May event will be in person or virtual 10am-1130am in Dunn Bros in Minneapolis. Tracy is hosting and as she has not facilitated one of these events in the past, it would be great to have a co-host to run through the process of the event. (Table tent, sign in sheet, email follow up, send emails to Reagan for input into the email database, etc)
- MACC Hour of Support is up and running
 - handful of therapists ready

- only a couple of clients so far
- let's get the word out
- Reagan to add the social media feed to the website

MARKETING:

○ **Conference**

- Sent notices to all involved with new date - Oct 2nd
- Updated tickets, website & facebook
- Need new keynote speaker in order to update the brochure (digital copy only for online, email & social)

○ **Website**

- New member page is renamed and also have updated the link for the homepage
- Need to update the board member page. Requests are out & will update when I have those responses in
- There were a few changes to the membership renewals and updates in December. There have been a few emails that Reagan has received haphazardly regarding a cancellation notice at the time of renewal. At first, she was checking their accounts, confirming their membership and account charge, thus finding their membership intact. But, after a few more (about 1 per month), Reagan figured out it must be a system generated email that is incorrect. Investigating further, these cannot be updated through MACC back office access, it is something that is controlled in the system at Torrch. Reagan has sent in a request and will keep you updated. Note - per our conversation in November (when Daphne & Reagan visited their office), this should not be a change that we are charged for. This was working in the past and has since been incorrect after the December change. MACC did not get any such emails like this prior to December — did anyone else upon their renewal?
- Is it cancelling completely? Because it is not allowing them access to log into the site, yet they are being charged the renewal fee.

o **Request for social media - board member videos (sample topics):**

- what about MACC spoke to you
 - MACC benefits
 - Your story
 - Favorite MACC memory
- Daphne proposed another coffee / chat online event.
 - **Daphne will do Thursday, April 30th at 10am. Reagan will set up email blast, Jenny will set up the event on facebook**

We will hold off on the next meeting til June (skip May meeting). If we can meet in person - the next meeting will be at Laura's office.

Address: 5780 Lincoln Dr. Suite #101 in Edina, MN

- Use the 5780 SOUTH entrance (back parking lot)

Closing Prayer

Adjourn