



MACC Board Meeting

August 20, 2021 at 9am

ATTENDANCE:

Daphne, Jenny, Reagan, Tracy, Candi, Sheri (all via zoom)

Action items listed in yellow

FINANCIAL UPDATE:

- No new update at this time
- Need someone to step into the open Treasurer position

BOARD UPDATE:

- All board will be open as of the end of this year
- Reagan will reconnect with new members and contacts for other states to gauge interest
- All board will look to seek out new board foundations

STRATEGIC PLAN UPDATE:

- Did not have a quorum on approving June meeting minutes. Those will go out with August meeting minutes & please approve both (if no changes are needed)
- Working with Julie Stender on a Lunch and Learning Workshop. This is slated for November as an end of the year & post-conference follow up. Putting together the details & will sprinkle in some marketing within the conference campaigns.
- See Marketing Update for the conference under the Conference Committee Section below

VISION / MEMBERSHIP UPDATE:

- No update

CONFERENCE COMMITTEE UPDATE:

- Conference Committee is finalizing speakers
 - Highlight the “good to go” proposals in green on the shared spreadsheet
- Need high res pictures to Reagan asap for marketing

- Marketing platforms for conference:
 - Magazine will be a huge driver since it is a tool that brands the MACC as a whole
 - Email blasts will be scheduled
 - Facebook posts on main page and group
 - Both speaker highlights as well as the umbrella over the entire “My Virtual Life” Conference will be blasted
 - Membership special to drive new members
 - Early bird special to get folks registered quickly

GENERAL DISCUSSION:

- FACEBOOK
 - On the facebook page, how are we monitoring: Page is open to general public, group is more specific to professionals in the field
 - There a screening questions that prequalify to ensure we have group members in the Christian Counseling field participating
- Lawyer update - Jenny will check back in. We are still due new paperwork and Exec Director paperwork
- Jenny will email with Heidi and Reagan to connect on speaking opportunities
- Mick Mayhew is a potential future speaker, check rate (if applicable)
- Additional speaker opportunity - Candi and ART Training

Closing Prayer

Adjourn