

# August 15 MEEA Board Meeting

9am to 10am <https://zoom.us/j/93842825198>

## Welcome, check-ins (10 min)

Present: Carrie, Laurie, Tonia, Jeff, Laura, Lesli, Laurie, Sarah

New to the board: Tonia found her current position at Gateway Greening through the MEEA website. Former teacher at the School for the Blind

Absent: Erin, Meredith, Jenny

## Financial Update (10 min)

- Treasurer's Report- a bit under in terms of contributions and revenue, we have a little work to do.
- Lesli wants to offer discounted organizational memberships, flash sale, the website has a scrolling banner that will display the company logos. --ok'd
- PPP Loan- encouraged to look at this by the advisory board, paycheck protection program, now we may have missed the boat. Lesli visited one bank
- Advisory board is working with a fund development consultant and so is Lesli (goal for rest of 2020 likely in the range of \$30K) Laura Kozak is her name

## Conference Update (15 Min)-Laurie and Jeff

- Collaborating with Kansas, using the platform called Accelevent. Includes registration, participants can interact with others, virtual exhibit hall- need exhibitors, call for proposals go out next week, opportunities to expand and broaden our reach, [accelevent](https://www.accelevent.com/)
- Laura would be willing to help onboard presenters (will develop a training/tips n tricks webinar for online presentations, deadline August 31)
- Platform (cost ~\$3000, will split with KS, features)
- Sponsors- send out sponsorship letters!
  - **LETTER LINK:**  
[https://drive.google.com/file/d/1k9QD5T0ktY0yXM-3Mo\\_TP26Pf-vcZqIE/view?usp=sharing](https://drive.google.com/file/d/1k9QD5T0ktY0yXM-3Mo_TP26Pf-vcZqIE/view?usp=sharing)
  - **SPREADSHEET TO ENTER CONF SPONSOR CONTACT EFFORTS:**  
[https://drive.google.com/file/d/1k9QD5T0ktY0yXM-3Mo\\_TP26Pf-vcZqIE/view?usp=sharing](https://drive.google.com/file/d/1k9QD5T0ktY0yXM-3Mo_TP26Pf-vcZqIE/view?usp=sharing)
- Call for presentations--share the opportunity!
- Publicizing the event--share in your networks!
- Multiple day conference- afternoons (M-F from 2-6 pm) Saturday 9-3:30- most live sessions will be on Saturday
- November 2-7 are the conference dates

Meet the VISTAs--schedule a time (5 min)

- We have a dream team! Alaina, Malaya, Sierra, Stacey
- Tues, Sept 1 at 5 pm BOD and VISTA meeting?

### Prioritizing our efforts (20 + min)

We have literally ballooned in last 18 months and we need to evaluate our priorities to ensure we can keep going with no burnout. (Lesli's work hours 40-50/week, contracted for 30)

- Since March 2019, we have had so many accomplishments!!
  - Over \$325,000 in funding secured (MFH funding \$300,000, LAD grant--\$2500, NAAEE --Leadership Clinic and KY conference funding, \$4000 EE Kits, \$7000 for Outreach Coordinator and Fundraising consultation; St. Louis Community Foundation--\$4500 for EE Kits; Solstice Fundraiser--\$2300; Giving Tuesday 2019--\$1900 2019 conference was an income generator; Day of Giving in May 2020 \$300; 2020 conference Laurie Duncan \$2500 + Tonia Scherer \$500)
  - Engaged BOD and Committees
  - Board members writing the newsletter articles/lessons
  - Secured 4 VISTAs
  - Hired Nick Speed
  - Advisory Board established
  - Membership grown by 20% (from 500 to 630)
  - Website almost ready to launch
  - Supporting a black-owned business with our logo and website projects
  - MGS ready to launch as a true statewide recognition program
  - EE Kit Project
- Lesli's Suggestion for current priorities:
  - Short term
    - Website launch
    - VISTA Onboarding
  - Long term
    - MGS and Green Ribbon Award
    - Annual Conference
    - Develop a fundraising and marketing plan that is executable
    - 2021 Budget approved by November
    - Managing funders (MFH and VISTA reports, other data collection/reporting, donor relationships)
    - Website/social media management
    - Centering equity in all of the above
- DISCUSSION: Do you agree with the above priorities? How can the Board support this?
- Lesli knows best when it comes to priorities. We need to think about what adds the most value to our organization.
- Lesli will take off the newsletter for Sept/Oct, will send an email to the membership noting the website launch will be happening soon and share our current focus areas

- IDEA: Rubric for decision making going forward?-- how many mission points does it hit, is it reaching the audiences we most want to reach out to, deadline-related, a funded priority, what else to consider?

NOTE: As discussed last month, DEI needs to be part of each meeting. I hope it's embedded in much of our discussion, but also wanted to let you all know that Sarah and I have drafting a DEI statement on our to-do list, and have just been overwhelmed and not gotten to the actual writing yet. That underscores the importance of the prioritization discussion!!! So many things to do, and we can't do them all. --Lesli will send out a call for volunteers to the membership to help move forward on prioritizing DEI efforts

NEXT BOD meeting: Sept. 12 9-10:30am

Adjourned at 10:22 am!