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**Society for Technical Communication**

**Board of Directors Meeting Minutes**

**25 November, 2019, Webinar**

# Board

* Ben Woelk, President
* Craig Baehr, Vice-President
* Jane Wilson, Immediate Past President
* Kirsty Taylor, Secretary
* James Bousquet, Treasurer
* Bethany Aguad, Director
* Alisa Bonsignore, Director
* Todd DeLuca, Director
* Laura Palmer, Director

# Office

* Liz Pohland, STC CEO

# Agenda Items

* CEO Report (15 mins)
* Treasurer Report (15 mins)
* President Report (5 mins)
* Frank R Smith award update (10 mins) – Laura
* CAA update (5 mins) - Kirsty
* Reaction to Preliminary Slate

# Consent Agenda

* Approve November 1-2 Minutes and Summary

The meeting was called to order at 4:01pm. A quorum was established.

The agenda was approved. The consent agenda was approved.

# CEO Report

Ms Pohland presented the CEO report for October/November

**Membership**

Membership is behind, currently 632 members, -296 on 2018 at this time. Membership revenue is also behind. Marketing (emails, etc) hasn’t had the same opening rate as in the past.

**Education**

Also behind on 2019 budget. $88,046, with 957 attendees.

**Summit**

Registration income is behind the straight-line budget, but is ahead of FY19 at this time. Ms Pohland presented Ms Gilliam’s tracking spreadsheet on rooms and registrations.

Discussions around the opening and closing keynotes.

2020 program is being finalised with times, etc, online.

**VMWare partnership**

Proposal from Laura Bellamy. Project on Information 4.0 and Machine Learning. 9 Dec – 6 March. An additional outcome will be a month of Roundtable coverage and a Summit session.

**Association Headquarters update**

Meeting with Association Headquarters to cover Mr Cameron’s position. Mr Justin Martin from Association Headquarters has access to required financial information. AH is working through our insurance policies for audit.

Industrial Relations contract has been finalised and will begin 1 January.

**Office updates**

Putting together an Education Manager PD to post in the first week of December. Education Committee needs to meet. Mr Cameron finishes on Wednesday. Association Headquarters is reviewing his scope and proposing a fee to take it on. This is affecting budget for 2020, will update for the December meeting.

Audit will be 5-6 March 2020.

# Finance Report

Mr Bousquet presented the society financial report to end Oct, 2019.

Assets - $505,245 ($534,038 in 2018). Cash is $16k down on 2018, investments are up $30k on 2018.

Liabilities - $653,882 ($797,706 in 2018). Accounts Payable lower than 2018, deferred revenue similar to 2018.

Total net assets - $(148,637) against $(263,668) in 2018.

Revenue - $1,555,392 against budget of $1,634,133 and $1,515,752 actuals for 2018. Webinars well behind budget and will not meet budget.

Expenses - $1,396,581 against budget of $1,597,951 and 2018 actuals $1,598,557. Personnel expenses are favourable against budget.

Operating change in net assets - $158,811 against budget of $45,182. Revenues are worse than budget, but expenses are better than budget by a greater amount.

Total change in net assets - $211,510 against a budget of $65,424.

*Move that the board accept the financial report for October, 2019.*

The motion was seconded. The motion passed.

Mr Bousquet discussed cash projection estimates for the rest of the year.

Next F&I meeting will not be before the BoD December meeting, so November financials will not be able to be reviewed at that meeting.

# President’s Report

Ms Woelk has asked WC Wiese to chair the membership engagement taskforce.

Education Committee charter has been started. Mr Woelk asked the board to review the charter.

Mr Woelk expressed his thanks for a great face-to-face meeting in early November, and commented that the group accomplished a lot.

# Frank R. Smith Award

Ms Palmer provided an update on the changes to the Frank R. Smith awards, including some minor changes and a change to the timeline so that the winner is selected earlier, and perhaps able to come to Summit with more notice.

It was noted that any text should read honors event, rather than specify a particular format, and to not include specifics about a style of presentation at the Summit.

*Move that the board approved the proposed changes to the Frank R. Smith Award guidelines.*

The motion was seconded. The motion passed.

# CAA Update (5 min)

Ms Taylor presented an update on the CAA application and committee process.

# Reaction to Primary Slate

Ms Wilson commented that there’s been limited further comments on Twitter after the STC Notebook post from the board was made.

**Other Business**

Mr Bousquet noted that Ms Lisa Melonçon did not agree with the board’s decision in early November to reduce the membership requirement for the Jay R. Gould award.

The meeting adjourned at 8:03am.