



Executive Board Meeting

November 5, 2020

10:00 AM - 1:00 PM

Attendance:

In attendance – Colin Seifrit, Ange Conception, Danielle Remigio, Kathi Bradford, Paula Randazza, Shawn Tremblay, Rose Waples, Garrett Highland, Jacob Nathaniel, Matt McGrath, Samantha Bassford, Kevin Conn, David Grimes, Kim Beardsley, Matt Foster, Tommy Tressler-Gelok, Dan Duzy

AGENDA:

- A. Call to order at 10:05
- B. **Motion to approve the minutes of October 16th made by Matt.**
 - a. **Danielle seconded**
 - b. **Minutes approved.**

Old Business

- C. Motion to amend day event pricing
 - i. Matthew has moved
 - ii. Second David Grimes
- b. Discussion:
- c. Matt: Discussion with events team lead to an amendment
 - i. Have all day events (EDI, Res Ops, Res Ed, New Professionals and Midlevel institute) have a price structure of \$15 for professionals, \$10 for a graduate students.
 - ii. Do we want to look at a non-member pricing structure? What do we want RD2B to look like? Legacy funds used more accordingly. Also not needing to make money off of day events, but also a commitment of some dollars.
- d. **Friendly amendment from Matt - \$15 for professionals, \$10 for graduate students.**
- e. No concerns, friendly amendment added. Discussion open.
 - i. Danielle: cheap, affordable, accessible pricing structure.
 - ii. David: we may have lower membership from institutions this year, so we need to think about revenue generation to continue operating.
 - iii. RD2B conversation:
 - iv. Kathi: I support keeping the rate for RD2B at \$10, and non-member we raise it only slightly. It gives others the opportunity to participate. I propose a \$20 non-member rate.
 - v. Matt: I support non-member at \$20. I want to focus on engaging our non-members this year, including webinars. I support small non-member increase.
 - vi. **New motion: \$15 for professionals, \$10 for graduate and undergraduate students, \$20 for non-members.**

- vii. Have we thought about how members will consider membership cost versus just paying the extra per event?
- viii. Rose: This year many schools have zeroed out their professional development budget. Involvement may be more important than membership.
- ix. Kevin: Perhaps we offer two free conferences with membership? Some sort of benefit to renew.
- x. David: An option could be donating a registration or membership, it could be a cool element.
- xi. Raz calls for a vote for motion on the table. **\$15 for professionals, \$10 for graduate and undergraduate students, \$20 for non-members.**
 - 1. **6 - in favor**
 - 2. **0 - Opposed**
 - 3. **0 – Abstain**
- xii. Raz: motion passes, note there's conversation in new business about membership rates and benefits.

New Business

D. Appointed Board Positions – EDI Co-Chair & Strategic Plan

- a. Two vacancies:
 - i. EDI Co-chair: Phil Badaszewski, Assistant Dean Res Life at Buffalo State. Annual conference co-chair, enthusiastic about EDI. New to region as of summer 2019.
 - ii. Strategic Plan co-chair: Matt Carney from Emerson. Previously in strategic plan committee. Worked closely with Rose and Myra. Rose feels confident in Matt's ability to assist with leadership.
 - iii. **Motion: Appoint both board member positions as proposed, made by Matt.**
 - 1. **David seconds**
 - iv. **Vote:**
 - 1. **Yes - 6**
 - 2. **No - 0**
 - 3. **Abstain - 0**

E. Legacy Updates – Application; Items – Dave

- a. Legacy committee is finalized – Matt, Kim, David, Sabrina, Kathy Raynes Meeker
- b. Feedback about Legacy process now on the home screen. Committee will review it before folks register for events.
- c. Looking at swag. It's at Trish's place, getting it to NYC at some point, trying to replenish funds as they are spent.
 - i. Masks: small number (100-300). Swag is bought from the legacy fund with the idea it generates revenue.
 - ii. Discussion:
 - 1. Samantha: Have we considered other items with more long term use?
 - 2. Kathi: Let's order less than we think. Increase demand, less leftovers.
 - 3. Danielle: Many people have a variety of masks. Will people want to order one, pay a higher cost and wait? Concerns about timing and oversaturation.
 - 4. David: Trying to get an online store set up.

5. Kevin: Could we get a blast out to see what folks are interested in buying? Put out a call, see what interest there is and limit liability.
6. Ideas in chat: scarves, beanies, gloves, blue-light blocking glasses.
7. David: Feel free to email me additional ideas offline!

F. Spring RD2B

- a. Approached 413 conference committee about collaborating on their Spring event.
- b. 413 typically has a professional track. Do we want to collaborate and NEACUHO sponsors professional track much like RD2B sessions. Event will be all online. Do we want to collaborate or hold our on event?
- c. Discussion:
 - i. Kathi: We should consider it as we think about recruiting people to the organization. Is there a budget impact?
 - ii. Matt: I don't believe they want us to fund anything. We would be running our sessions. They collect \$10 a participant. Their aim is to hit a zero dollar bottom line and use the fund to purchase and ship prizes. Track would be branded and sponsored by NEACUHO.
 - iii. Samantha: This could be an opportunity. There are other RA conferences like Stony Brook, NYU conference, and NEACURH. What does it look like for us to be part of those?
 - iv. David: Element of when an organization reaches out to collaborate but not casting ourselves too wide of a net. There is some work to finish with the affiliation agreement with NEACURH.
 - v. Matt: I'll keep having conversations with that committee. We will finalize what that looks like.

G. DC Outreach to Non-Members

- a. Matt: I researched all institutions in NY and New England so we have a full list in our region. Now have a list of 300 with a housing program. Working on establishing an outreach program. 5-6 meetings on the books. DCs will start to do some individual outreach as well, including open events. Also working with DCs to pair them with either the president or president elect to have a two year consistent connection with a president.

H. ACUHO-I Affiliation Agreement

- a. Matt: Coming up for a re-sign in 2021. Trish signed it as a 2-year agreement. Mary is suggesting a three year agreement. Kim and Matt will need to sign it before 2021 starts. Discussing at the December meeting.
- b. NEACURH MOU – reviewing with NEACURH director. Not been updated since 2014. Outdated, and Dave started the review when Adam took over. There is and has been a financial commitment from NEACUHO by sponsoring a complementary registration for presenter winners from NEACURH to go to NACURH. That's one of two financial commitments. The other is attendance at RD2B for their director. We do offer someone to attend our annual but that is part fo the conference budget and no one has attended in a few years.
 - i. Discussion:

1. David: It's important to support paraprofessionals. We also need to be mindful of costs. Do we want to cap the amount and have it be a scholarship for a set amount?
2. Danielle: Agreed – it's reasonable to expect institutions will support those expenses as well.

I. Events Updates – change in schedule

- a. Matt: Move EDI from December to March to plan accordingly. We could do another free webinar for members and non-members. The format would be TedTalk style about self-care and wellness. January would be no events. February is ResOps day, March is EDI, April would be New Professional and Mid-Level institute. May, no events due to EOY closings, June is Res Ed retreat. Gets to our goal of offering an event each month.

b. Motion: Move EDI from December to March.

i. Kathi seconds

c. Discussion:

- i. Kathi: I support the proposal. It reminds them we are supporting them on a regular basis.

d. Votes:

i. Yes - 5

ii. No - 0

iii. Abstain - 0

J. Corporate Affiliate Plan Discussion

- a. Matt: Looking for feedback. Three ideas:
 - i. 20% discount in membership for 20-21 year of current compass members. If they all re-upped. Loss of \$2900 from regular rates.
 - ii. All current members pay full price and be listed as a day event sponsor at no additional cost.
 - iii. New members pay full price and are listed as a sponsor of a day event.

b. Discussion:

- i. Kathi: Giving them more for what they pay, and not lowering the price. Offer them more for what they are paying. I don't want to lessen the importance of our program.
- ii. Matt: I will bring this to Antonio so he can bring the decision back to the group.

K. Joint Conference Venture Agreement

- a. Tommy: One of the entities we've been working on is the joint venture agreement which manages the fiscal sharing of the event. There is a philosophical difference in how our two organizations budget. Our conference is normally budget neutral. MACUHO uses their conferences as a revenue generator for their fiscal year. Originally there was an agreement that there would be two budgets within the agreement. There would be a budget-neutral conference budget, and the exhibitor fair would be revenue generating, and the profits would be split 50/50. MACUHO no longer wants to do that. MACUHO would like the conference budget to be one whole budget, and revenue generating. The new agreement has one budget, costs and revenue split 50/50.
- b. Matt: This is a standard joint venture agreement. The big pieces for us to focus on are the 50/50 venture. We are committing 50/50 to expenses, and will receive 50/50 of

revenue. We are not looking to take a hit on the operating budget. Registration costs would be the same for NEACUHO members and MACUHO members. The joint conference is 3 ½ days and is only an additional \$50 over our typical costs. Originally we were going to contribute \$5000 each from operating budgets. We have each contributed \$1250 for deposits and the rest will come from conference revenues.

c. Discussion:

- i. David: Who is the holder of the money, and who cuts a check to whom?
- ii. Matt: That is under discussion. It's likely each organization will do registration for their own membership. The exhibitor fair is the sticky situation right now. Another option is that MACUHO could take all registrations. They are redoing their website through ACUHO-I. This has benefits including a reduction of fees for BluePay.
- iii. Tommy: From an accounting perspective we should go through one organization for auditing purposes. We are suggesting MACUHO collects the fees and acts as the check book.

iv. **Motion: Approve the Joint Venture Agreement with MACUHO made by Matt**

1. Seconded by Kathi Bradford

v. **Votes:**

- 1. Yes - 6**
- 2. No - 0**
- 3. Abstain - 0**

L. Joint Conference Budget Update

- a. Tommy: 400-425 attendees budgeted. There is a new co-chair being on-boarded. Most costs are the food currently. 80% increase is for exhibitor fair since we are a 2 for 1 special for fairs. Still a discount. There is revenue projected for the organization. There is discussion about how we give back to the organization.
- b. Matt: Sponsorship estimate is low. Profit could go up. This revenue could help us recoup low-cost offerings this year. Full budget will be presented next time.

M. Meeting Time – Adjust to 1-4pm?

- a. Matt: Feedback is afternoons may be better.
- b. General consensus is this works.

N. Next Meeting Items: Joint Conference Budget Review and Approval; NEACURH MOU

O. Open Forum

- a. Raz: Any additional new business?
- b. Question: Can we revisit the Spring RD2B?
- c. Yes – Matt gave a recap.

P. Board Member Updates

- a. ACUHO-i Foundation Rep
- b. Annual Conference Chair
 - i. Tom: Annual Conference committee folks. We have 7, so push it out! And Jackie is new co-chair!
 - ii. Can non-members be a part of the conference committee?
 - iii. Matt: Technically, no. However, we are open to conversation.
 - iv. Rose: They could be an affiliate as well.

- v. Matt: Yes! Though perhaps we'd have them pay it for next year. We could work with folks.
 - vi. Tommy: Interesting point! No incentive for folks to pay membership in terms of the annual as the rate is the same for everyone.
 - vii. David: Looking at peer organizations, we may starting losing the benefits of membership. The spirit of the questions is a good one.
- c. Assessment Coordinator
 - i. Colin: Survey ready to go, and discussing the position and advancing assessment. Reviewing previous data to inform the next round of events.
- d. Corporate Relations Chair
 - i. Antonio not here.
- e. Equity, Diversity, & Inclusion Chairs
 - i. Danielle and Ang: No updates.
- f. Events Coordinator
 - i. Kathi Bradford: Meeting with Matt Monday morning to pull together folks to discuss direction, specifically about cost.
- g. Financial Stability Task Force Chair
 - i. No updates
- h. Marketing & Communications Chair
 - i. Phil: Meeting this week! Updates next time.
- i. Media & Publications Chair
 - i. Danielle: Extended the deadline through the weekend. Looking for DC updates, updated membership. Will work with Antonio for update corporate sponsor visuals. Thank you Tommy for updated Joint Conference info. Will include pricing structure for events. Hoping for info from webinar tomorrow. Dave, can we get legacy info to advertise? Working to get NEACURH updates, and including 413 stuff. Would love some good content!
- j. Membership Coordinator
 - i. Melody not present.
- k. Parliamentarian/Historian
- l. Professional Development Chair
 - i. Shawn will be reaching out to folks.
- m. Secretary
- n. Strategic Planning Task Force Chairs
 - i. Rose – new co-chair! Speaking with the two theme subchairs to talk through timelines. Will be full steam around January. We want to be strategic into surveys to get good data. Have the luxury of time.
- o. Technology Chair
- p. Webmaster
 - i. Garrett – Technology with YourMembership is experiencing issues. Enthusiastic about looking into other platforms. Looking at a platforms that covers a variety of needs, including content, a shop, etc. Legacy app set up!
- q. CT/RI District Coordinator
- r. ENY/VT District Coordinator

- s. MA District Coordinator
 - i. First communication went out! Post-election debrief happened.
 - t. Metro-NY District Coordinator
 - i. Samantha – Met with Kim about ideas, including specific assistance. Discussion Covid response with members and non-members. Looking at a valuable self-care presenter. Planning a panel geared towards senior housing officers. Encouraging involvement through delegating tasks.
 - u. NH/ME District Coordinator
 - v. WNY District Coordinator
 - i. Dan: Reaching out to membership for ideas. Perhaps virtual happy hours.
 - w. Treasurer
 - x. Treasurer-Elect
 - y. Past President
 - i. David: Message about open positions going out. No nominations for ENY/VT DC. One accepted nomination for ACUHO-I foundation rep. Nobody for treasurer elect. Encourage folks for positions. Continuing to work on legacy stuff. Including making application more accessible.
 - z. President-Elect
 - aa. President
 - i. Matt: Webinar for tomorrow – 90 people registered. 56 non-members, 36 members. Trying out a new platform.
- Q. Items for DCs to report to their districts?
- a. Reminders to apply for conference committee
 - b. Navigator reminders
 - c. Apply for annual
- R. Motion to adjourn made by Matt**
- a. **Second: Danielle**
 - b. **Adjourn at 11:55am.**

2020-2021 Event Schedule

Event	Site	District	Date
Residential Operations Webinar	Virtual Event	N/A	November 6, 2020
EDI Retreat & Fall RD2B	Virtual Event	N/A	December 4, 2020
Residential Education Webinar	Virtual Event	N/A	February 5, 2021
Res Ops & Spring RD2B	Virtual Event	N/A	February 26, 2021
SHO Webinar	Virtual Event	N/A	March 19, 2021
New Professionals & Mid-Level Institute	Virtual Event	N/A	April 16, 2021
Res Ed Institute	Virtual Event	N/A	June 4, 2021
On-Boarding Webinar	Virtual Event	N/A	June 18, 2021
Toolkit Series	Virtual Event	N/A	July 27 & 28, 2021
Webinar	Virtual Event	N/A	September 22, 2021
Joint Annual Conference	Kalahari Resort	N/A	October 12-15, 2021

2020-2021 E-Board Meeting Schedule

Event	Site	District	Date
Post Annual Conference	Virtual Meeting	N/A	October 16, 2020
E-Board	Virtual Meeting	N/A	November 5, 2020
Pre-EDI & RD2B	Virtual Meeting	N/A	December 3, 2020
E-Board	Virtual Meeting	N/A	January 8, 2021
E-Board	Virtual Meeting	N/A	February 4, 2021
Joint Conference Site Visit	Kalahari Resort	Poconos, PA	Early February 2021
E-Board	Virtual Meeting	N/A	March 5, 2021
Pre-New Professionals & Mid-Level Institute	Virtual Meeting	N/A	April 15, 2021
E-Board	Virtual Meeting	N/A	May 7, 2021
Pre-Res Ed Institute	Virtual Meeting	N/A	June 3, 2021
E-Board	Virtual Meeting	N/A	July 1, 2021
E-Board	Virtual Meeting	N/A	August 6, 2021
E-Board	Virtual Meeting	N/A	September 10, 2021
Annual Conference	Kalahari Resort	Poconos, PA	October 12, 2021