Executive Committee Meeting Minutes

May 9,2018 – Big Brothers Big Sisters

1. **Call to Order**
   1. TNC CEO Scott McAninch called the meeting to order at 12:02 PM
2. **Attendance**
   1. Annette Rodriguez – Chair
   2. Mike Gilliam – Vice Chair
   3. Leslie Palmer – Membership Chair
   4. Susan Osborne – Advocacy Chair
   5. Maureen DeFeliz – Small Organization Chair
   6. Scott McAninch, Mercedes Alhaj, Jerry W. Moore – The Nonprofit Council
3. **Presentation of new TNC website**
4. **Budget Review - Scott**
   1. Lots of money going out for media and Big Give
   2. Scott has for the time being retained 2% payout from GiveGab for Big Give
      1. That money has been used to cover expenses from event
   3. Scott suggested that the current situation necessitates a conversation between TNC and SAAF to determine the nature and definition of the partnership going forward as well as outline the financial agreement in order to move forward with the TNC budgeting process for 2019
5. **CEO meeting - Scott**
   1. 74 registered to attend
   2. Angela has confirmed the speaker for the topic of “Mindfulness”
   3. Leslie discussed the importance of making attendees (especially new members) feel welcome. Asked if the board would please make an effort to be near the entrance and to help facilitate this effort
6. **Membership Committee - Leslie**
   1. Met on May 1
   2. Membership numbers are up but revenue is down YOY. They will be looking at this and other metrics, including member retention, going forward
      1. Current GiveGab database is not a true CRM and is incapable of providing the functionality required. TNC has begun a 30 day trial with SalesForce to address this deficiency and will be moving to this platform in the near future
   3. Set a goal of $200k/year in membership revenue to be achieved within 4 years
   4. Will be creating a benefits overview with description of hard and soft benefits
   5. Will be asking for testimonials from members
   6. Mercedes will be creating a new member survey to ask them how they would like to be involved
   7. Also interested in creating an exit survey for members who do not renew
   8. Outlined new timeline and procedure for agencies who are delinquent on dues
   9. Committee developed a prospect list for new members
      1. Stored in Google doc and shared with the Membership Committee, Scott and Annette. Leslie indicated she would be happy to share the link with the Executive Committee
      2. Executive Committee will review for accuracy and suggested additions
   10. Leslie asked if each member of the Executive Committee try and bring one new person/perspective member to CEO meetings
   11. Next quarter each member of Executive Committee try and identify 3-5 (or even 1) new member prospects – there are a ton of nonprofits in the area who are not members
   12. New policy of recognizing new members at meetings
   13. Next meeting on June 5
       1. Talking about moving meetings from noon to 4
       2. Will meet quarterly after June meeting
   14. Possible incentives for current members to bring in new members
       1. Car wash
       2. Gift Card
       3. Seal on TNC website next to agency
7. **Advocacy Committee - Susan**
   1. 2 meetings so far
   2. Lower participation last Monday
      1. Looking at moving meeting to another day
   3. Working with SAAF and SA2020 to align language and message being presented by the nonprofit sector
   4. Building marketing materials
      1. Will be sending a survey to members to gather content
   5. Working on Emergency Response Protocol to make process more efficient and expedient
   6. Looking at process for getting VIA passes
      1. Leslie provided Susan with contact for information
      2. Dawn is looking into the process
8. **Leadership Committee**
   1. Angela not present to report
   2. Topic-driven
9. **FEW**
   1. One meeting set
   2. TNC has not pushed this out yet
   3. May need to be defined as a subgroup
   4. They are offering an interesting topic that may be applicable to the larger audience
   5. May want them to focus more on topics that affect women such as #metoo

1. **Other business**
   1. Scott met with A&M student who will be working with TNC to develop data management and processes for Big Give
   2. Possible topics for future meetings might be Team Building (Molly has a good program) and #metoo related
   3. Scott is very comfortable and happy with things moving forward save for Big Give
   4. Annette asked Executive Committee for talking points for upcoming meeting with SAAF
   5. Scott will review MOU’s between TNC and SAAF from previous years
2. **Adjourn**
   1. 1:25 PM

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Kim Jefferies  
Secretary