



**December Board Meeting
Minutes**

**December 3, 2024
2:00 PM/Zoom**

Present: Kristi Farver Oaks, Traci Weller, Allison Strekal, Tagen Vine, Sara Hofer, Sarah Eckman

Absent: Lauren Rennaker

- I. **Call to Order** – The Board meeting was called to order at 2:03 p.m.
- II. **Review of November Meeting Minutes** – No changes were made to the November minutes. Sara H. moved to approve, Traci seconded, approved.
- III. **Financial Report** – Tagen gave an update on the financial report, there was lots of activity this past month due to the Summit, on both the revenue and expense side. With paying the all the Summit bills, there is about \$24k in the bank account. Traci asked if we had a set number for what we keep in the bank account. Kristi said there wasn't a set number, but thought that \$15k - \$20k is a good cushion, we can talk about it at the retreat.
- IV. **Committee Reports**
 - a. Summit Committee – Will plan on kicking off 2025 Summit planning after the board retreat in January 2025. Sara mentioned the additional expense of adding a meal, being mindful of the budget and desire for additional sponsorships. Sarah E. provided some hotel info to Allison about potential locations in Great Falls.
 - b. Sponsorship Committee – Tagen gave an update, we'll be looking at a more strategic approach to sponsorship and will do some brainstorming on who we can reach out to, especially in the Great Falls area with the Summit. Tagen is also cleaning up the sponsor list.
 - c. Awards & Recognition – Allison gave a reminder about the board scholarship, which is \$1000 for professional development for board members. We need to award it for 2024. Anyone interested needs to send Allison an email by December 15 letting her know that they are interested and what they would use it for. Will do a random drawing to award it.
 - d. Communications Committee – Laura Brin is good to continue in her contracted role through 2025. Allison will work with Sarah E. on transitioning the Comms committee duties to her, most likely will happen in January.
 - e. Membership Committee – Traci shared her membership update – we have 73 current members, ended up with 27 new members for 2024. The committee will reevaluate their goals at the retreat.

- f. Professional Development Committee – Kristi updated that both Murdock and the Washington Foundations are confirmed for the Feb. 20 Lunch and Learn. They are looking at other topics for the April and June events, potentials Major Giving or Planned Giving. Reminder that the Mix and Mingle should take place in March in each community, possibly March 20.
- V. **Policy & Procedures Review & Discussion** –The Board looked at the AFP Global policy for officer terms, which is quite different from our chapter bylaws. Traci and Kristi agreed to review further and bring their recommended changes to the January retreat.
- VI. **Ongoing Board/Committee Recruitment** –Traci followed up with Maddie, she is not ready to commit to the board just yet, Allison to follow up with Danielle and Lexie from the Billings Clinic Foundation.
- VII. **AFP MT Growth Opportunities**
 - a. Traci shared her draft grant proposal for operational support, which she based on questions from the Washington Foundation application. She will keep working on the draft and we'll have a working session at the retreat to discuss further. Traci asked that each board member come to the retreat with at least one potential funder to reach out to about this.
 - b. MSU Business Integrated Marketing & Communications Class
 - i. Dr. Eric VanSteenburg gave Traci more info on having AFP Montana be a client for his spring IMC class at MSU. The requirements of clients are minimal – a one-hour meeting at the beginning of the semester with the student team that has been assigned to the company, responding to any follow-up email questions, and then attending the 25-minute presentation of the final plan at the end of the semester.
 - ii. The students will produce a strategic IMC plan, with the focus on marketing *communications*. There are not going to be business operation recommendations or other marketing type recommendations (e.g. pricing or products/services). However, if a goal is, for example, to increase membership, the plan will offer marketing communications strategies to help do that. The students work on the plan all semester under Dr. Eric's direction.
 - iii. The board agreed to move forward with this – Traci connected Dr. Eric with Allison and Sarah E. – potentially looking at meeting with students sometime during the January retreat.
- VIII. **2025 Board Retreat**
 - a. The date for the 2025 Board Retreat is Friday, January 24th in Bozeman at the MSU Alumni Foundation office. Kristi is putting together the agenda.
- IX. **Adjourn**
 - a. The meeting was adjourned at 2:56 pm.

Next Board Meeting

No January meeting since we will be having the retreat at the end of the month.

Kristi will send out meeting invites for 2025 meetings which will be on Teams, not Zoom.