Great Lakes Region Board Meeting
“Go-to-Meeting” Conference Call
Wednesday, June 16, 2021; 4:00 pm - 5:00 pm (EST)

Called to Order (Thad) at 4:00 pm
Roll Call (Louise) Quorum (EC ≥ 4, +Board ≥ 9)

GLR Board = Executive Committee + Directors = Voting Members, but 1 vote each

<table>
<thead>
<tr>
<th>Executive Committee – FY 2021</th>
<th>In attendance ☐ (8 with 7 voting)</th>
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<tbody>
<tr>
<td>☑President: Thad Goodman (21)</td>
<td>☑Vice President: Scott Mitchell-Taylor (21)</td>
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<tr>
<td>☑Past President: Michael Rathburn (21)</td>
<td>☐Vice President: Craig Stanton (22)</td>
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<tr>
<td>☑President-Elect: Gregg Jones (21)</td>
<td>☑Treasurer: Ken Schmidt (22)</td>
</tr>
<tr>
<td>☑Institute Director (non-voting): Jack Morgan (N-22)</td>
<td>☑Secretary: Louise Schlatter (21)</td>
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<tr>
<th>Directors – FY 2021</th>
<th>In attendance ☐ (10 filled unique with 10 voting)</th>
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<tbody>
<tr>
<td>☑Akron-Canton – Lee King</td>
<td>☐Grand Rapids – Edwin Avink</td>
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<tr>
<td>☐Bluegrass – vacant</td>
<td>☑Indianapolis – Ivette Bruns</td>
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<tr>
<td>☑Cincinnati – David Proudfit</td>
<td>☐Lansing – Kevin Bush</td>
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<tr>
<td>Cleveland – Scott Mitchell-Taylor</td>
<td>☑Louisville – Todd Irvin / Robin Miller</td>
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<tr>
<td>☐Columbus – Buddy Stanford</td>
<td>☑Metro Detroit – Jonathan Selleck</td>
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<tr>
<td>☐Dayton-Miami Valley – Thomas Boardman</td>
<td>☑Toledo – Jerry Marquette</td>
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<tr>
<td>☐Evansville – vacant</td>
<td>☑Emerging Professional– Elizabeth Woodrow</td>
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<tr>
<th>Chairs and Invited Guests</th>
<th>In attendance ☐ (14 with 5 unique)</th>
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<tbody>
<tr>
<td>Academic Programs: Thad Goodman</td>
<td>☐Membership Chair: Blair Reese (regrets)</td>
</tr>
<tr>
<td>☑Awards Chair: Bill Ahern</td>
<td>Newsletter Editors: Elizabeth Woodrow and Jack Morgan</td>
</tr>
<tr>
<td>☐Bylaws Chair: Edmund Brown</td>
<td>Nominating Chair: Michael Rathburn</td>
</tr>
<tr>
<td>Certification Chair: Ed Avink</td>
<td>☐Planning Chair: Phil Babinec</td>
</tr>
<tr>
<td>Conference Chair: Thad Goodman</td>
<td>Program Chair (and Librarian): Jack Morgan</td>
</tr>
<tr>
<td>Education Chair: Scott Mitchell-Taylor</td>
<td>☐Technical Chair: Gary Beimers</td>
</tr>
<tr>
<td>Electro Comm Chair: David Proudfit</td>
<td>☑Statutory Agent: Lane Beougher</td>
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Why CSI Video: [https://youtu.be/Sie7en51vcM](https://youtu.be/Sie7en51vcM)

Description of video-making process (Robin Miller):
- Scheduled interviewees using Signup Genius (organized time slots)
- Interviewed and recorded over a 15-minute “meeting” (Zoom/GoToMeeting) using 4 questions
  - Ask for pause before and after each question
  - Recommend recording single person view
- Used Adobe Premier Rush to compile video
- Loaded into YouTube (recommend ≤ 5 minutes)
• Time consumed for project: 14 hours
  Use video and video excerpts for:
  • Informing members
  • Recruiting new members
  • Information on our industry
  • Marketing Chapter

Standing Reports

Prior Minutes Presented and reviewed (Louise Schlatter)
  • 2021-Apr-23 Annual Meeting presented for comments by PY2021 Board
  • 2021-May-19 ExComm Minutes: Motion to accept as presented Gregg. 2nd Ken. Motion carries.

Treasurer’s Report Presented and submitted for audit (Ken Schmidt)
  • May 2021 GLR Treasurer’s Report

Chapter Challenge / Member Relief Update (Ken Schmidt)
  • No Chapter Challenge takers this month.
  • Be sure the Chapter Challenge information is in every Chapter Newsletter.
  • Information is currently on Region website.
  • One Member Relief this month.

Region Health Report Submitted for review (Blair Reese)

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<tr>
<th>Membership Count</th>
<th>New Members</th>
<th>Grace Members</th>
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<tbody>
<tr>
<td>689</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>Member Affiliations</td>
<td>Terminated</td>
<td>Due to Renew</td>
</tr>
<tr>
<td>701</td>
<td>10</td>
<td>35</td>
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Institute Director’s Report (Jack Morgan)
  • Learning Library is growing.
    o Web Reach (credit offered)
    o Product Demonstration
• Executive topics finalized.
  o Brand (reveal in September 2021 at Conference)
  o Equity and inclusion statement
  o Component value task force (member organization)
    ▪ Rollout information starting in July 2021

Old Business, Action Items and Anticipated Reports
• CSI Video “bureau” (Craig Stanton)
  o See Robin Miller description above
  o Still developing strategy for GLR
• Chapter Roster updates (Thad Goodman)
  o 100% updated – FANTASTIC!!! (only Region complete)
• Committee Report Status (Thad Goodman)
  o Due Date: Submit Marketing Plan by End of FY2021
  o Made good progress this year.
• 2022 Region Conference update (David Proudfit)
  o Need to update programs for current date.

New Business
• Star Chapter (https://www.starchapter.com) is marketing CSI GLR Chapters
  o Too expensive for mid-to-small chapters
  o Described as “clunky” by one executive director
  o Service combines multiple services: membership, money, name tags, content
  o Current GLR users:
    o Cincinnati
    o Louisville
  o Alternate tool: Wild Apricot (https://www.wildapricot.com)
• Transition to new Leadership: Gregg Jones requests:
  o Include Gregg Jones (gregg.jones@c2ae.com) in Chapter Communications.
  o Look for Gregg’s Welcome to FY2022 letter
  o Respond to request for meeting time confirmation.
  o Use OCC Form as a planning tool.
  o Review stipend opportunities and plan budget considerations to promote conference attendance.

New Action Items
• 30-Jun-2021: Chairs: Marketing Plan for your area of leadership.
• 21-Jul-2021: Directors: Follow up on Gregg Jones Leadership requests.

Next Meeting
• Go-to-Meeting, Wednesday, July 21, 2021, 4-5 pm EDT
FYI CSI Events
- registration for CDT®, CCCA and CCS exams open (current testing cycle)
- 01-Jul-2021 FY2022 starts
- 13-Jul-2021 Outstanding Chapter Commendation (OCC) applications due
- 22-24-Sep-2021 CSI Convention, Nashville, TN (Registration Open Now) – no trade show, some one-on-one meetings, (unknown) Caucus meetings
- 21-23-Apr-2022 CSI GLR Conference, Cincinnati, OH

Adjourned at 5:12 pm (motion Thad Goodman / second Ivette Bruns / carried)

END OF MEETING