



## MEETING MINUTES

Board of Directors

PO Box 44722, Phoenix, AZ 85064

DATE: January 26, 2023

TIME: 3:00 PM

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*The meeting was conducted in person at ON Advertising's Boardroom located at 101 North 1<sup>st</sup> Avenue, Suite 2000, Phoenix, AZ, 85003 with options for public participation.  
Some items may be taken out of order.*

### **MEMBERS PRESENT**

Karilyn Van Oosten, President  
JoAnn Holland, Vice President  
Debra Boblitt  
Gaby Cardenas  
Carey Chambers  
Lauren Chazal via Proxy  
Kim Covington  
Lisa Hartsock  
Mary Mitchell  
Heather Rausch  
Pam Turbeville (arrived 3:07pm)

### **ASSOCIATION MANAGEMENT PRESENT**

Catie Richman

### **GUEST PRESENT**

None

### **MEMBERS ABSENT**

None

#### **1. President's Call to Order and Roll Call**

President, Karilyn Van Oosten, called the Board of Directors Meeting to Order at 3:05 p.m.

Secretary, Gaby Cardenas, conducted roll call. Quorum was present.

#### **2. Items from Guests Present**

No guests present.

#### **3. Approval of Minutes from November 2022 Board Meeting & Annual Members Meeting**

President, Karilyn Van Oosten, called for a motion to approve the minutes from the November 17, 2022, meeting.

Pam Turbeville presented updates to the minutes and JoAnn Holland motioned to approve the minutes from the November 17, 2022 meeting with the updates presented; seconded by Heather Rausch.

President, Karilyn Van Oosten, declared the motion passed unanimously. Abstain from the vote were the new 2023 board members, Carey Chambers, Lauren Chazal, Kim Covington, Lisa Hartsock and Mary Mitchell

President, Karilyn Van Oosten, called for a motion to approve the minutes from the Annual Members meeting on December 9, 2022.

JoAnn Holland motioned to approve the minutes from the December 9, 2022 meeting; seconded by Pam Turbeville.

President, Karilyn Van Oosten, declared the motion passed unanimously.

#### **4. Treasurer's Report**

Vice President, JoAnn Holland, presented on the year-end 2022 financials. The P & L and balance sheet reflected from when the organization became a nonprofit on February 17, 2022, until the end of the year. Noted were slightly higher administrative costs due to on-boarding fees, legal services and additional services such as the purchase of liability insurance.

JoAnn Holland and Carey Chambers, Treasurer, met with the previous Treasurer as well as the bookkeeper. The treasurer has access to QuickBooks, bank accounts as well as IWF Global being updated.

Vice President, JoAnn Holland, prepared the 2023 budget with agreement from the Treasurer, Carey Chambers, who presented an overview of the budget, providing detail on the associated costs for each line item.

JoAnn Holland motioned to approve the 2023 budget; Pam Turbeville seconded the motion. President, Karilyn Van Oostene, declared the motion carried by unanimous vote.

Treasurer, Carey Chambers, reported the organization is using a debit card for payments directly from the bank account and recommended the organization establish and secure a credit card which will offer fraud liability protections.

Vice President, JoAnn Holland, motioned to approve the Treasurer, Carey Chambers, research and secure a credit card on behalf of IWF Arizona; Heather Rausch seconded the motion. President, Karilyn Van Oosten, declared the motion carried by unanimous vote.

Treasurer, Carey Chambers, reported that 2022 will be the first tax year that IWF Arizona will be filing Form 990 to the IRS. The bookkeeper does not file the 990.

Treasurer, Carey Chambers, motioned to approve to work together with Vice President, JoAnn Holland, to select a service, firm or online service to submit IWF Arizona's Form 990; Heather Rausch seconded the motion. President, Karilyn Van Oosten, declared the motion carried by unanimous vote.

Treasurer, Carey Chambers, presented the new expense report spreadsheet which is embedded with auto-calculation formulas in each field and noted mileage amount is the current IRS rate.

In addition, at next month's meeting Carey will be presenting Travel and Expense Reimbursement Policy and a Conflict of Interest for 2023.

### **BOARD QUESTIONS | COMMENTS**

The board discussed and reviewed the status of membership renewals. 2023 membership renewals are due by January 31<sup>st</sup> and the board will be notified via email on Feb. 1<sup>st</sup> with regards to outstanding renewals.

Vice President, JoAnn Holland, clarified board expenses and costs associated which are board meetings and retreats along with the increase of the President's stipend due to inflation costs. In addition, JoAnn added the annual budget has always operated with an operating loss over the years.

The board discussed the expense report clarifying the difference between personal and external meals.

#### **5. Program Chair's Report**

Heather Rausch presented the calendar of upcoming programs/events confirmed to date for 2023 and reported the website has been updated.

Heather reported on the upcoming Dine Around Celebrating International Women's Day on March 8<sup>th</sup> and the budget is \$70 per host member and the charge is \$75 per member to attend. Members will be invited to bring an appetizer or beverage celebrating their heritage

The Program Committee's goal will be to incorporate more and diverse events this year. As part of the President & Vice President's initiative of a creating an IWF Arizona Playbook it will include definitions of the different types of events – pop-up or IWF Arizona official event/program. In addition, Heather reported IWF Arizona secured our organization's liability insurance policy effective in November 2022 and another top priority for the Program Committee is to create sponsorship packages to have the board review and approve at a future meeting.

### **BOARD QUESTIONS | COMMENTS**

The board discussed potential pop-up events as well as promoting these opportunities as well as briefly brainstorming other types of events. The board thanked Heather for her work.

## **6. Membership Chairs' Report**

Membership Co-Chair, Mary Mitchell, reported the Membership Committee held their first meeting on January 15<sup>th</sup> and established areas of focus for the upcoming months meeting which includes reviewing current membership, recruitment strategy, communications plan, application process & application, selection criteria process, member engagement, new member orientation, on-boarding, member retention and engagement aligning with best practices outlined by IWF Global.

Membership Co-Chair, Heather Rausch, motioned to approve two times a year membership nomination with the deadlines being April 30<sup>th</sup> and September 30<sup>th</sup>. After a brief discussion, President, Karilyn Van Oosten, asked for the vote; Gaby Cardenas motioned to approve and JoAnn Holland seconded the motion. President, Karilyn Van Oosten, declared the motion carried by unanimous vote.

Heather Rausch motioned to approve the removal of the current member application that appears on the iwfaz.org website until the application is revised; JoAnn Holland seconded the motion. President, Karilyn Van Oosten, declared the motion carried by unanimous vote.

## **BOARD QUESTIONS | COMMENTS**

The board discussed additional updates which will be needed on the iwfaz.org website as we align with IWF Global best practices enhancing our membership process.

In addition, there was a discussion around the lack of new member submissions in the past.

## **7. Communications Chair's Report**

Kim Covington reported her committee held their first meeting on January 4<sup>th</sup> and shared they have a highly engaged and energized committee who is ready to get to work on:

- Newsletter and proofing the final review
- External communication related to social media and marketing materials
- Develop and dissemination of internal communication

Kim Covington motioned to approve adding the Communications Committee onto the iwfaz.org website with the following wording:

*The purpose of the Communications Committee is to coordinate communications & technology to share thought leadership and relevant communications that advance IWF's mission. Committee members are responsible for liaising with other committees and our association manager to guide the development*

*and dissemination of internal communications such as quarterly newsletter, messaging and external communications related to social media, and marketing materials.*

The motion was seconded by Pam Turbeville. President, Karilyn Van Oosten, declared the motion carried by unanimous vote.

### **BOARD QUESTIONS | COMMENTS**

The newsletter update was given by President Karilyn Van Oosten, who expressed gratitude for the incredible work Colibri Collective and recognized their inkind donation of time and services. In addition, the first quarter newsletter for 2023 submissions have been received and it is moving forward in the design process.

The board discussed the new Communications Committee role and additional appreciation was given to Colibri Collective for their outstanding pro bono work.

#### **8. President's Report**

Karilyn Van Oosten reported on the following items:

- Everything IWF Arizona does in 2023 begins and aligns with our mission statement
- Board Leadership is comprised of 45% women of color and 55% are under the age of 55 which aligns with 2023 KPI
- Encourage participation by the board to attend the IWF Global 50<sup>th</sup> Anniversary conference on May 15<sup>th</sup> - 17<sup>th</sup>, 2024, in New York City
- Thanked the board for their dedication and participation and also their committee participation and program/event attendance and engagement

#### **9. Old Business**

President, Karilyn Van Oosten, motioned to add the Mentorship Committee along with the description of the committee to be added to the iwfaz.org website. Seconded by JoAnn Holland. The motion passed unanimously.

Vice President, JoAnn Holland, discussed the IWF Arizona initiative for more brand recognition in the community as IWF Arizona will be adding a retractable banner and logo table runner. In addition, we will increase our visibility in the community with having an IWF Arizona table at the upcoming O'Connor Institute Luncheon on March 22<sup>nd</sup>. Each member will cover the cost of their own ticket (\$250) paying

the O'Connor Institute directly. An email will be sent out to our membership based upon first come first serve basis filling a table for 10. JoAnn emphasized the Importance to have brand exposure and recognition in the community and encouraged if there are other community events that align with our mission to please present them.

#### **10. New Business**

Kim Covington reported the Communications Committee would like to put forth a survey to members with regards to their social media usage and preferences. JoAnn Holland added she encourages the committee chairs to connect monthly to create a comprehensive survey a few times a year with all questions included. Karilyn Van Oosten, highly encouraged the committee chairs to connect and collaborate.

Kim Covington presented having IWF Arizona Members be nominated and promote the Arizona Women's Hall of Fame deadline of January 31 as a goal for 2024. Karilyn Van Oosten recommended having IWF Arizona members attend and support their annual and free event. This event can be promoted through social media for members to attend their 2023 event along with promoting nominations for 2024 and JoAnn Holland recommended sending a calendar invite which includes congratulating all the women being inducted as well as sharing our members who have been recognized by this organization as past inductees..

#### **11. Other Business**

The next board meeting will be on February 16, 2023 via Zoom.

#### **12. Adjournment**

President, Karilyn Van Oosten, adjourned the meeting 4:05 p.m.

Submitted by:



Gaby Cardenas, Secretary

Prepared by Catie Richman, Association Manager.