

MINUTES
National Association for Interpretation
Board of Directors Meeting
Reno, NV
November 5, 2013

CALL TO ORDER - President Amy Lethbridge

Meeting was called to order at 8:06 am PST.

Board Present: Amy Lethbridge, Cem Basman, Theresa Coble, Amy Burnett, John Luzader, John Miller, Chuck Lennox, Todd Bridgewater, Duane Fast, Jessica Moore, Jane Beattie, Linda Strand, Kevin Damstra.

Staff Present: Executive Director Margo Carlock, Publications Director Paul Caputo, Events Manager Deb Tewell, Membership Manager Jamie King, Business Manager Beth Bartholomew, Certification & Training Program Manager Emily Jacobs.

President Amy Lethbridge welcomed NAI Board Members and Staff.

8:00am Call to Order and Approval of the Minutes

Review, Adjust and Approve Agenda - Chair

Motion: *I move that we approve the agenda.*

Moved: Chuck Lennox

Seconded: Kevin Damstra

Yays: 14

Nays: 0

Abstentions: 0

Motion Passes

Motion: *I move that we approve the board meeting minutes of August 15 & 16, 2013.*

Moved: Cem Basman

Seconded: Jane Beattie

Yays: 13

Nays: 0

Abstentions: 1

Motion Passes

Discussion:

President Amy Lethbridge made the announcement that Executive Director Margo Carlock has graciously offered to do monthly update calls to update the whole board. Executive committee calls will be separate, and as necessary.

Discussion Item: Elections

Cem Basman introduced a discussion item regarding the most recent national election. Mr. Basman stated that the candidate for Board Member who received the number of votes, Doug Knapp, has been disqualified due to not possessing a current NAI membership. Jeff Miller, who received the second highest number of votes, has been elected to the board. The error was an oversight due to this candidate being added after the list of candidates had already been vetted. Amy Lethbridge assured the board that this will not happen again and looks forward to the Elections Manual being finished and approved

ACTION ITEMS:

4. Recommendation and action on Social Media Policy – 15 min.

Social Media Policy:

Margo Carlock and Paul Caputo introduced the Social Media Policy.

Motion: *I move to accept the Social Media Guidelines following option 16A and ask staff to return with a more detailed strategy on how to handle commercial posts.*

Motion failed.

Friendly Amendment: *I make a friendly amendment to accept the Social Media guidelines with 16A, the amendment that states that when overtly commercial posts are posted, they will be removed by the social media coordinator after first contacting the individual or group responsible for the post with an explanation of NAIs policy and offered the opportunity to pay for a sponsored post.*

Moved: Todd Bridgewater

Seconded: Linda Strand

Yays: 10

Nays: 2

Abstentions: 2

Motion Passes

Discussion:

Board reviewed proposed Social Media policy options (below).

A. - Posts that are overtly commercial in nature (direct links to paid products, services, or opportunities) will be removed by the social media coordinator after first contacting the individual or group responsible for the post with an explanation of NAI's policy and offered the opportunity to pay for a sponsored post.

B. - If a user posts an overtly commercial link or message (for paid products, services, or opportunities), that user will be contacted and asked to remove the post, and offered the opportunity to pay for a sponsored post. If the user refuses, the offending posts will not be deleted by NAI.

C. - NAI will allow posts by users that are overtly commercial in nature (direct links to paid products, services, or opportunities). The individual or group responsible for such posts will be offered to opportunity to pay for a sponsored post.

5. Recommendation and action on Board Travel Policy – 30 min.

Cem Basman introduced the Board Travel Policy.

Motion: *I move that we accept the board travel policy as submitted, points one through six.*

Motion to Table until after lunch [Jane Beattie].

Moved: Cem Basman

Seconded: Theresa Coble

Yays: 13

Nays: 0

Abstentions: 1

Motion [to table] Passes

[After break]

Motion: *I move to accept the motion for travel and reimbursement policy as written.*

Moved: Cem Basman

Seconded: Jane Beattie

Yays: 14

Nays: 0

Abstentions: 0

Discussion: Cem Basman introduced the proposed Board Travel Policy.

Board members expressed interest in the National Office booking future reservations rather than individual board members, for financial efficiency and accountability. Staff will look into the feasibility of making this happen in the future. Board members expressed appreciation for all the work that had been done to review and suggest improvements to consistency regarding the Travel Policy.

6. Recommendation and action on Awards Committee – 10 min.

Motion: *I move that we recognize John Miller as Interim Elections Chair.*

Moved: John Luzader

Seconded: Cem Basman

Yays: 13

Nays: 0

Abstentions: 1

Motion Passes

Discussion: Request to recognize John Miller as Interim Elections Chair.

Motion: *I move to nominate Howard Aprill to 2014 Awards Committee Chair.*

Moved: Cem Basman

Seconded: Linda Strand

Yays: 12

Nays: 0

Abstentions: 2

Motion Passes

7. Recommendation and action on Program Committee – 10 min.

Program Committee

John Luzader introduced the Program Committee discussion. Mr. Luzader proposed to dissolve the Program Audit committee, and approve a Program Committee, that can create OR examine programs. Another Board Member proposed to transition the Program Audit Committee to a Program Committee, rather than dissolve it.

No action was taken at this time.

President Lethbridge asked if there was consensus, and recommended this as an agenda item at the next meeting.

8. Recommendation and action on 2014 Budget Forecast – 30 min.

Margo Carlock introduced the Budget forecast.

Closed Session to consider staffing and compensation issues

Motion: *I move that we go into Executive Session.*

Moved: Cem Basman

Seconded: John Luzader

Yays: 14

Nays: 0

Abstentions: 0

Board entered into Exec session at 10:28am.

Board left exec session at 11:11am. Board reconvened at 11:20am.

Motion: *I move that we approve the Budget forecast.*

Motion to Table until after lunch.

Discussion: Margo Carlock stated that certain line items will be coded differently in the future. Goal is to be more transparent in where money is coming and going and time spent on each task. Board member inquired about the international conference budget.

9. Recommendation and action on 2014 Operations Plan – 15 min.

Margo Carlock introduced the 2014 Operations Plan.

Motion: *I make a motion to approve the operations plan with the changes that Margo Carlock has made [see board materials posted on website].*

Moved: Cem Basman

Seconded: Linda Strand

Yays: 14

Nays: 0

Abstentions: 0

Motion Passes

Motion: *I move to end the Enos Mills campaign.*

Moved: Todd Bridgewater

Second: Kevin Damstra

Yays: 8

Nays: 2

Abstentions: 4

Motion to table- failed.

Discussion: Margo Carlock stated that some of these issues are ones we've already covered in the personnel discussion. Program areas and revenue streams are pretty much the same. There are some changes and budget issues. Discussed potential revenue generators such as additional webinars. Board members asked to revisit the Enos Mills Fund and the fund's direction and future goals, and whether there were other programs that Life Members could become invested in, if Enos Mills was discontinued. Executive Director Carlock suggested that we define our goals and our purpose for fundraising, and incorporate that into the Operations Plan.

President Lethbridge proposed that we come together at the next board meeting to work on a development plan because there is a lot we could be incorporating.

Board broke for lunch at 12:00pm. At 1:29pm, Board reconvened.

10. Advisory Council Update and Report – Kevin Damstra – 90 min.

Kevin Damstra discussed the Advisory Council Manual. Stated that it is designed to have a lot of flexibility. Mr. Damstra proposed that we accept the Advisory Council Manual as it stands.

Motion: *I move to accept the Advisory Council Manual.*

Moved: Kevin Damstra

Seconded: John Miller

Yays: 14

Nays: 0

Abstentions: 0

Motion: *I move that we adopt the national budget with the recognition that the Advisory Council budget is in transition.*

Moved: Linda Strand

Seconded: Cem Basman

Yays: 14

Nays: 0

Abstentions: 0

Motion Passes

Discussion: Board member expressed concern that we are saddling Organizational Units [Regions/Sections] with supporting other Organizational Units. Mr. Damstra responded that they [he and Duane Fast] are asking for budgets from each unit ahead of time— primarily as a way to keep the National Office informed, during the transition period. President Lethbridge concurred that this is a huge step forward from past years.

DISCUSSION ITEMS:

11. Strategic Planning – Jane Beattie – 90 min.

Jane Beattie – we are not proposing action at this time, we are just gathering information in order to know what direction to move in. Jane presented a PowerPoint presentation on the strategic planning process.

One thing we will be doing is reconsidering our mission statement. [Dr. Will LaPage](#) has offered to help us with this. We would like to come to the Spring Board meeting with a draft mission statement.

Ms. Beattie presented the services that NAI provides, and presented NAIs aspirations. Presented what NAI has accomplished in the past 25 years. Ms. Beattie stressed the need to adapt and *transform* in order to remain relevant and viable.

Future roles of the national office were presented. Current roles of Organizational Units (OUs) were discussed, and how some of those Units are not fulfilling these roles. “What is it going to take to create substantial change creating a viable, growing, innovative and vibrant professional organization at this key pivot point?”

Point: Workshop attendance has been steadily declining. Though the membership has been staying fairly steady. Interpretation is gaining recognition as a valuable communication tool. Are we *the* recognized professional organization?

Jane Beattie is asking the Board for input back after 2 weeks. John Luzader commended Ms. Beattie for her hard work and for recognizing that this process doesn’t happen overnight.

12. Report on International Workshop – Duane Fast – 15 min.

The planning for Korea is underway. Conference facilitator Kye Jung will attend the conference and have a booth here, to promote the workshop. The workshop date has been changed to April 20-25, 2014. Board member suggested that Kye Jung speak about the Korea International Conference at the Saturday luncheon (where the 2014 workshop is usually promoted).

13. Report on National Workshop – John Luzader – 15 min.

John Luzader reported that the workshop is going to be smaller because of attendance numbers, but that it may bring an intimacy we haven’t seen in a while. Mr. Luzader gave

kudos to Emily Jacobs and Deb Tewell for all their work. They are also excited about the annual workshop in Denver, next year. John Luzader has a professional auctioneer contact who is willing to do the auction for free.

Margo Carlock gave some thoughts on future workshops to attract more attendees: Have more national involvement. More *fun*. Looking at changing up the schedule. Top notch key note speakers. Restructure sponsorships in hopes to increase sponsors. Get more local involvement to help out. Recruit more new reviewers of program sessions.

Ms. Carlock reminded Board Members to identify themselves as board members and thank exhibitors while at the workshop.

Current registration for Reno is at 506.

14. Board Meetings and Update Calls – Amy Lethbridge – 15 min.

Ms. Lethbridge stated that future board meeting dates would be determined via conference call or over email.

Motion: *I move that we adjourn the Fall 2013 Board Meeting.*

Moved: Todd Bridgewater

Seconded: Kevin Damstra

Yays: 14

Nays: 0

Abstentions: 0

Motion Passes

Discussion: none

Board Meeting adjourned at 3:30 PST.

Respectfully submitted,

Amy Burnett, National Association for Interpretation, Board Secretary, January 24, 2014.

Corrected minutes submitted May 16, 2014.