



Board of Directors Meeting

Virtual, in Lieu of Face-to-Face Meeting

Friday, March 19, 2021

Time: 12:00 pm EDT

Remote Access:

Please join the meeting from your computer, tablet or smartphone.

<https://www.gotomeet.me/CAC2>

You can also dial in using your phone.

United States: [+1 \(646\) 749-3122](tel:+16467493122)

Access Code: 110-162-829

Attendees: Jeremy Bliler, Vickie Buenger, Kim Buff, Ginger Diamond, Mariah Forster Olson, Amy Godkin, Jess Kean, Ginny McLean, Steve Pessagno, Tom Pilko, Amy Weinstein

Absent: Sarah Bartosz, Amy Weinstein

Welcome and Roll Call

Vickie

- Thank you for all of your hard work!

All-Member Webinar

Vickie

- **Preparations:** Need to report the presenters to Robin French and Ann Ramer from the webinar team, and Steve offered to do this. Presenters will need a separate link to access the green room and be there 30 minutes before the webinar begins for sound checks. Edited slide deck was sent to the presenters, but Steve will finalize slides over the weekend and email them to presenters.
- **ACTION: Steve will finalize slides and send them out, and he will also let Robin and Ann know the names of the presenters for the webinar.**

Annual Summit

Ginger

- **Update:** Steve sent out a proposal. The conclusion is that 8/11 board members felt we should not meet in-person this summer. Decision was made to have the Summit virtually and during the originally scheduled dates of June 24-27, but choose two days over this time period. Discussion that a Saturday during the summer was not

ideal. So, Thursday (6/24) and Friday (6/25) would be best, with plans to do most of the educational component on Friday. Plan to hire someone to help run the platform. We will need to get a Save-the-Date out soon, along with planning interest groups. Hoping to do the interest groups a little differently this year, in light of what we want to try to get out of it. We want the Summit more interactive, and to get what we want out of each portion, we need to plan and prepare. Have not asked anyone to speak at the Summit yet, but we have implied acceptance with two from last year. The agenda has been roughed out. Discussion around ideas for educational component with speakers and panels, and tying that to Interest groups. Recommendation to brand this with a strong message/theme name to increase attendance, engagement, and collaboration, but branding may need to be based on the content. Suggestion to look at past ASCO meetings for ideas. By show of hands, we will move forward with this plan.

- **ACTION: Ginger will invite Steve to the next planning meeting to help coordinate with sponsors and sponsorships. Also include Vickie and Amy W. on that invite.**

Succession Planning- (For Information)

Steve, Mariah, Amy G.

- **Update:** We have hired a managing director. Mandy signed the offer and will be starting on April 19th. We can't announce her name yet. We have a virtual onboarding plan in place. For the evaluation plan, we are going to do a 3- and 6-month "check-in" with specific questions, along with a yearly performance review that will coincide with our fiscal year. Team is working ahead of schedule.

CAC2 Sponsorship and Benefits Program (For Decision)

Steve

- **Update:** Team felt it is better to ask big and then be able to regroup from there. These would be exclusive for a year. Joan Slaughter and her team at Morgan Adams are working on an impact statement and reach that helps explain this in a concrete and more quantifiable way. By the end of April, all modular slide decks should be finished. Next, the team will pursue their target list that we will bring to the board to get input and ideas. Vickie raised a question: What would someone hope for if they are a sponsor of CAC2? Also, think about the benefits for members of CAC2. Two types of sponsorship where one gives access (membership) and another lets a company "feel good" about empowering a nonprofit organization and aligning with a good cause. Sponsorships can help keep membership dues low, and our members may also be good leads for sponsors.

State Advocacy Initiative (For Information and Decision)

Steve

- **Update:** Major change is that it is no longer a true collaboration as originally envisioned, due to advice from ACCO Legal Counsel and agreement from the ACCO Board and Executive Committee. They did not feel a need for a Collaboration Agreement or

Memorandum of Understanding between ACCO and CAC2, and ACCO was concerned about their “intellectual property”, namely their “rolodex” or contacts. The main focus had been holding a meeting, which could now be a co-hosted 2-hour virtual meeting on state advocacy in May that is not state specific. There would also no longer be training or information sharing, and proposed speakers would speak on general successes in their state and highlighting models, rather than state-specific deficits or opportunities. After the meeting, there would not be a collaborative effort to continue this initiative between CAC2 and ACCO. We have a different culture and goals than ACCO, and that has made this conflicting. We have been moving forward with efforts to gather information and teams. Thus, we could continue with these efforts and focus on state-specific advocacy initiatives in the future. Currently, only objective 4 from the original project is being fulfilled with this new meeting. Also, looking at the guiding principles from CAC2 and early discussion with ACCO, none of them are being followed. ACCO reached out to Momcology, due to a mutual connection, and an agreement was signed in line with the 7 original target states.

- **Decision Considerations:** Do we continue with May meeting or not? It feels like ACCO may have an agenda and that they want to be the go to organization for advocacy, but advocacy cannot happen with just one organization. ACCO has been disrespectful among all communications, and they said that they only wanted to partner with CAC2 because we know how to throw a meeting. However, we need to consider the importance of relationships with ACCO and Amazon, along with other CAC2 state advocacy efforts. The grant is unrestricted, but we do have an obligation to communicate with Amazon. Possibility to have some CAC2 efforts within our advocacy interest group because the energy among our members with this initiative is strong!
 - **Consensus:** Board consensus to move forward with the meeting because that puts the focus on what is right and what is best for our members. Ultimately, this also puts the children and their families first! Vickie and Steve have the full support and confidence of the Board as they navigate this.
- **ACTION: Vickie will reach out to ACCO on our decision to move forward.**

Website

Jeremy

- **Update:** Making progress and the goal is to have a soft launch of the Member Hub by the webinar, but this will not be advertised at the webinar. Members will take some time to navigate how this will work. The goal is to have auto-billing increase to help take drama out of the renewal process. Interest groups and work teams can also use this to “advertise” and discuss projects.

Proposed Governance Changes

Tom, Steve and Vickie

- This will be handled at the Summit in June, and the bylaw changes are well on their way.
- Will update the board in April.

Summary of Action Items:

- **ACTION:** Steve will finalize slides and send them out, and he will also let Robin and Ann know the names of the presenters for the webinar.
- **ACTION:** Ginger will invite Steve to the next planning meeting to help coordinate with sponsors and sponsorships. Also include Vickie and Amy W. on that invite.
- **ACTION:** Vickie will reach out to ACCO on our decision to move forward.