NESEA BOD Meeting

NESEA BOD Meeting April 13, 2017 9:00

Present

Miriam Aylward
Jennifer Marrapese
Rick Renner
Paul Eldrenkamp
Phil Kaplan
Rob Meyers
Paul Eldrenkamp
Fortunat Mueller
Lauren Brust Moss
Saheel Chandrani
Jenna Ide
Michael Bruss
Lisa Tallet
Ben Southworth

Absent
Damainique Bruce
Martine Dion
John Skipper

Phil - Retreat Champions be ready to discuss goals and progress toward the SP

Rick – Governance – Sent the new text regarding conflict of interest. Rick moved to add this new text to the bylaws as a new section 5 in article 2 of the bylaws. Paul seconded the motion. Motion carried unanimously.

Jennifer – BE Boston Due to feedback and Beth's departure, Jennifer and Miriam decided to see if they could streamline and upgrade the event. Shared with Betsy and Andrew and Eric Zimmerman (trip zero). Reduce the conference to 1 ½ days. Start at noon on day one. Four hour workshops or sessions. Exhibitors set up the tradeshow. Limit exhibitors to 50. Close with opening remarks and tradeshow floor. Next day 30 sessions in 15 rooms. Opening plenary would be on the tradeshow floor with coffee and lunch served on the floor and have NESEA night on site. All of these receptions and meals would be included in price of admission for attendees and exhibitors. Tuesday and Wednesday for $400. Offer a video. Tuesday pass for 300 dollars. Wednesday pass $300. Exhibitor fee 2500. We think we can simplify and net the same amount of money.

We actually are going to net better than the budget even though the conference is smaller. Beth did a great job on finding efficiencies and savings.

For BE18, with proposed new format we'd save $15000 on AV b/c fewer session rooms and sessions. We'd save $4000 on ceus and $6000 on security in the exhibit hall if we just use session room. We would incur $5000 additional expense for digital recording. When we plugged in these reduced expenses it looked like we could net the same amount. Magic! Talked to Eric Zimmerman. By reducing the footprint of the conference we have many more options. Have sent out an RFP to Seaport and a few other venues.

Jennifer - Under this new model, we've promoted Susan to conference manager. She'll handle speakers and ceus and take on-site logistics… i.e. room set ups, AV needs, volunteer needs. She'll work on admin of contracts. Miriam will work on conference chairs for content. Diane will handle registration onsite as well as the pre-conference registration. Take off of her plate sponsorship fulfillment and give it to Zach who is already doing similar work for exhibitors. And planning to bring on new Director of Communications and Development. New DCD will be in charge of curating the tradeshow floor for both NY and Boston. Big upside will be her expertise in branding, storytelling and development. As we look to launch more programs we need more resources. She'll be a help with raising those resources.

Miriam – These are conservative numbers. Eric's RFP really captured what we are trying to convey. Limiting the size and duration of the event will allow us to upgrade the overall experience. Critical that we communicate that it is an improved experience. Miriam's analogy: DER of the conference. Tightening the envelope. Making it a tighter operation and improving the experience.

The expense savings doesn't include the catering… keeping that budget but spreading it out over fewer people to improve the experience.

Miriam – With Beth resigning… the position that she had was unsustainable with the size of conference. Critical to point out that the staffing was inadequate and contributed to her looking for other work.

Martine – The MedTech conference I went to last week, I found that there were very few people … low attendance. Felt so uncomfortable at the Seaport. I support a smaller venue that better fits our size. Looking for other venues is a really good idea.

Lauren – Clarify … will there be no more tradeshow passes. If you start at noon… people will want lunch. 300 people and 15 rooms doesn't lend itself to full rooms. Ideally you want 40-50 people in a room. Miriam – that 300 was the minimum that we need to break even. I agree that we need to sort out the attendance goals. 300 full passes and 300 only Wednesday in the model. Modelling to figure out what we need to pull in.

Michael – Has this been shared with conference planning.

Jennifer – yes with the chairs still tinkering. Need to think about messaging to all.

Michael – Follow up. We haven't as a board gotten into conference planning. What is best way to get input to appropriate people.

Jennifer - Thanks for being steward of good governance! Made clear to X-Comm that this is an operational move. This call is for feedback … call or email me or Miriam. We want change to be successful. We want folks on board so we can sell this as a group. So now is the time for the feedback so we can address concerns.

Fortunat – No increase in catering. Does that include feeding everybody Wednesday night?

Rick – In the savings portion of that spreadsheet is it possible by going small is there additional savings with the revised RFP.

Lisa – Any attendee feedback help make for this continuous improvement. Jennifer… used feedback from surveys and face to face feedback as well. And we always struggle with getting enough feedback on the forms.

Miriam – A couple of data points we looked at were that 500 tradeshow passes never showed up. What is the value of that? People could not stop giving sessions accolades. Content is still top notch. It's not broken just needs tweaking. Networking opportunities are great and we want more. So we include that as part of the pass. Exhibitor passes simplified. Feedback on the videos was good.

Phil- Excited by this. Pro Tour in Portland has 75 people. Less reliance on BE Boston and decentralization on what we're doing. This is in line with that. Bold. Very cool. Thank you Jennifer and Miriam.

Jennifer. Two things. That pro tour with 75 people… the one before had 100 people. This redesign is happening in the context of an org that is doing 30 events a year. I sent out an email to all of you about a fundraiser for Kate Goldstein fund. Want $10 from each board member. May 2nd. Give during Valley Gives day. Join us at the Kern Center for kickoff event on 4/24.

Martine – Speaking for Jenna about nominating committee. Diversity goals. Maybe follow up with her and have her email to the board. We had a goal to do this before the retreat. Phil. She will send it out over email.

Phil – We want board members to go to Pro Tours. It is worth it. Put it on your calendar. Thanks Miriam for putting on the video conference.

Rob – I checked the boat schedule in advance of the retreat. We have a meeting at 11:00 at Co-housing. Catch the 9:30 boat. I'll send out an email later about a 10:30 shuttle. Park at Palmer lot. If you do want to bring a car over. Get a reservation right now.

Vote: To adjourn the meeting. Rob made the motion to adjourn. Rick seconded. Motion Passed Unanimously.

Phone call adjourned at approximately 9:45 AM.