

NESEA BOD Meeting – Monthly Meeting

10/01/2020

Zoom Conference Board Meeting

Participating

Miriam Aylward

Fortunat Mueller

Loic Chappoz

Saheel Chandrani

Phil Kaplan

Jodi Smits Anderson

Andrew Webster

Rachel White

Lauren Brust Moss

Kate Stephenson

Matt Root

Betsy Glynn

Ben Southworth

Nancy Ludwig

9:05am Meeting brought to order.

Vote:

1. Motion to approve minutes for September: Made by Phil K. Seconded by Jodi SA.
 - a. Vote to approve unanimously for all board members in attendance at that meeting.

New Items:

1. FY20 Year End Financial Reports
 - a. Per budget, forecasted a 10% net loss, and due to BE-BOS and PPP Loan, achieved target. While a loss, was planned and managed.
 - b. Payroll is down 13% YoY, operating as a ‘lean and mean’ machine.
 - c. General stability with staff, more experienced in their roles.
 - d. No BE-BOS revenue in FY20 - will show in FY21, however, staff expense accounted for in FY20.
 - e. BE-NYC was less expensive but drove more revenue due to improved business model for the conference.
 - f. BEBL and Membership remained strong and steady.
 - g. Significant increase in cash, unearned income is also high.
 - h. Loan to self was paid back from prior years, NESEA officially debt free!
2. NYC recap, the fall ahead
 - a. Live stream and Live sessions: both options were presented, NESEA pioneered live stream on the platform! Proved to be a successful method as allowed backend work without interruption to attendees.
 - b. NESEA proactively worked with all sponsors and exhibitors to ensure their satisfaction, this drove higher levels of engagement and retained earned monies while also maintaining relationships and connections for future sponsorship opportunities.
 - c. BEBL
 - i. Board working on Anti-racism training
 - ii. Fall and Winter sessions will continue as planned

- d. ProTours
 - i. These are scheduled and will proceed as planned
- e. BE Conf
 - i. Planning meetings are in progress and early planning has begun
- f. Magazine
 - i. Will be released on 12/15/20 and celebrates 45 years of NESEA!
- 3. Letter from the Board
 - a. Updates have been made to the letter and is still scheduled to be released as originally planned; all comments have been incorporated.
- 4. Impact Metrics Report
 - a. Maintain 60% of general attendees at the conf, achieved 65%.
 - b. BEBOS – 50% of attendees attend for both days, exceeded but also due to virtual nature
 - c. BEBL – Most groups will meet in the Fall, expansion into NYC being planned
- 5. Officer elections
 - a. If interested in an executive committee position, please reach out to Lauren M to voice interest
- 6. Board election slate
 - a. Three retiring board members, additional two running for reelection. Therefore, three new spots and two appointment slots.
 - b. Received 20+ applications for board positions from membership.
 - c. Committee reviewed applications and applied matrix for qualification criteria to rank applicants
 - d. Full list of qualified candidates will be presented to membership for voting, risk is that certain board diversity and location metrics may not be achieved, however this will ensure fully member-driven board selection.
 - e. Will hold zoom meeting to present slate to membership in an effort to “meet the candidates”.

Motion to adjourn: Fortunat M; seconded Matt R.

Meeting closed 10:04 AM

Minutes submitted by Saheel C