



FINAL November Board of Directors Minutes
November 9, 2020
Webinar

Board of Directors Attending	
Elaine Mauldin, President Terry Shevlin, Past President Mark Beasley, Vice President-Finance Beth Kern, Vice President-Education Mark DeFond, Vice President-Research and Publications Giorgio Gotti, Director-Focusing on International	Ann Dzurani, Director-Focusing on Membership Audrey Gramling, Director-Focusing on Segments Mary Harris Stanford, Director-Focusing on Intellectual Property John Hepp, Director-Focusing on Academic/Practitioner Interaction Yvonne Hinson, Chief Executive Officer
Guests & Staff Attending	
Nancy Nichols, Council Chair	Erlinda Jones, Senior Director Meetings and Programs Barbara Brady, Senior Director Operations
Board of Directors Not Attending	
Robert Allen, President-Elect Mark DeFond, Vice President-Research and Publications	

MSC = Motion Seconded and Carried
MSF = Motion Seconded and Failed

Minutes November 9, 2020
<p>A. Welcome – President Elaine Mauldin welcomed everyone and reviewed the agenda. The agenda was approved with no changes.</p> <p>MSC to approve the minutes of the July 29, 2020 Board webinar.</p>
<p>B. Finance Update – Vice President of Finance Mark Beasley reported that AAA staff are in process of closing the first quarter and financials will be sent to the Board as soon as the first quarter is closed.</p>
<p>C. Diversity, Equity, and Inclusion (DEI) – Elaine Mauldin reported that the DEI Task Force has had one meeting and will be having another soon. The DEI website is expected to open soon, and the link will be circulated to all members.</p>
<p>D. CEO Update – Yvonne Hinson reported that she has met with the headquarters team on one on one calls and holds roundtable meetings with the directors. She gave an update on staffing plans for the near future. Karen Osterheld is working on the weARE webinar series, the Spark meeting, and is looking into the possibility of moving forward with the Data Analytics workshop. Gail Hoover King is helping to tag various resources that are scattered throughout the AAA website that can be organized for members to use in the future. Yvonne has also met with Segment Leaders to hear their ideas and concerns. Developing the value proposition for membership and looking at the various membership categories will be a priority moving forward. Yvonne will continue to meet with Segment Leaders to keep the line of communication open. Steve Matzke was introduced as the Senior Director of External Relations and welcomed by the Board.</p>
<p>E. Governance Update</p> <ol style="list-style-type: none"> 1. Policy on AAA Meeting Pricing and Membership – Yvonne Hinson will review the policy. She will make suggestions and send the revisions to Brian Bushee, Chair of the Meetings Model Task Force. 2. Policy on AAA Section and Region Meetings (V) – Yvonne reported that she has received agreement on this policy from Segment leaders. The word virtual will be struck from the policy. <p>MSC to approve the Policy on AAA Section and Region Meetings.</p>

Minutes (continued)

F. Council Agenda Review – Council Chair Nancy Nichols reviewed the Council agenda and discussed the plan for the breakout sessions on Diversity, Equity, and Inclusion and the Membership discussion on the Value Proposition and AAA Membership categories. There will be updates on the Advocacy Position along with the Council Ballot Committee selecting the candidates that will be put forward for the Board position: Director-Focusing on Segments.

G. May Strategic Meeting Follow-up – Elaine entertained a conversation as a follow-up to the May Strategic meeting on how to be more expansive on communication to members. Many suggestions were made from having infographics to videos. We want to look at what we do and what the member receives. Perhaps have members give testimonials on what it means to be a member of the AAA.

MSC to have the Management Team engage a Marketing Company to enunciate the value proposition to Accounting Departments, members, and members who did not renew their membership.

Update: Elaine Mauldin stated at the March 22nd Board meeting that the Board did not engage with a Marketing Company.

The meeting recessed at 6:00 pm.