

**DONA International
Board of Directors Meeting
Thursday, March 30, 2017**

Minutes

I. Call to Order

II. Roll Call

Present: Denise Bolds, Elena Carrillo, Johanna D'Aleo, Tonya Daniel, Karen Faulk, Melissa Harley, Yana Katzap-Nackman, HeatherGail Lovejoy, Ana Paula Markel, Kyndal May, Karen Palumbo, Rachel Parris, Ann Pollack, Virginia Rivenbark, Ravae Sinclair, Sherri Wilkerson

Not Present: Royah Khorsandi

Staff/Guests Present: Michael Chan, Kristin Dube, Philip Lesser, John Dee

Philip Lesser, from Bostrom, gave a presentation to the Board: Moving from Working Board to a Governance Board.

John Dee, from Bostrom, gave an overview of the DONA Financials.

III. Motion: To approve minutes from February 1, 2017 Board call, seconded, APPROVED.

IV. Motion: To approve 2017 budget, motion WITHDRAWN as some motions will have an impact. Motion will be brought forth for approval on Saturday.

V. Motion: To approve board members having individual rooms at board meetings, seconded, APPROVED.

Motion: To move face to face board meeting from August 2017 to October 2017, seconded, APPROVED.

President's Report

Update on advocacy and advisory council (Ana Paula)

Update on nominations (HeatherGail)

Update on virtual conference (Virginia)

Friday, March 31, 2017

9:00am

Jeanne Sheehy from Bostrom gave a marketing overview of DONA International and introduced the marketing platform Informz (email marketing and marketing automation solutions for associations and nonprofits).

VI. Motion: To move to Informz as DONA International's marketing integration platform, seconded, discussion.

Motion amended: To put in budget to move to Informz as DONA International's marketing integration software, based on learning more information, seconded, APPROVED.

- VII. Motion: To increase the price of webinars to be \$20 for members and \$35 for non members, seconded, discussion.
- Motion amended: To allow Melissa to research to see what works best to offer the webinars to members for \$20 and increase the price to \$30 for non members, seconded, APPROVED.
- VIII. Motion: To increase compensation for Social Media Manager from \$500/month to \$550/month, seconded, discussion.
- Motion amended: To increase compensation for Social Media Manager from \$500/month to \$600/month, seconded, APPROVED.
- Motion: To approve to renew Robin Weiss as DONA International social media manager for 2017, seconded, APPROVED.
- IX. Motion: To approve funds in budget for DONA International marketing video, seconded, APPROVED.
- Motion: To approve a yearly, more fluid contract with Taproot and budget \$1,500 a month, seconded, APPROVED.
- Motion: To approve the start date of membership director to the board of directors by April 15 or soon as possible, seconded, APPROVED.
- X. Motion: To approve amendments to the Bylaws as proposed By Atty. Paula Goedert.
Tabled so Ravae can clarify voting dates timeline with Atty. Goedert.
- XI. Motion: To approve rolling certification packet with membership fee, TABLED to take back to committee for more discussion.
- Motion: To allow Kyndal to pilot an online evaluation for workshops, seconded, APPROVED.
- Motion: To allow the director of education to attend Lamaze International annual conference annually, seconded, discussion.
- Motion amended: To allow the director of education to attend Lamaze International conference, or another adult learning conference, annually, seconded, APPROVED.
- Motion: To approve charging per credit hour for continuing education as opposed to a flat application fee for in person CE and \$300 for online events. Both would include one listing on DONA International's website. All in favor to TABLE motion.
- XII. Motion: To increase blog manager compensation from \$4800 to \$6000/year, seconded, discussion.
- Motion amended: To increase blog manager compensation from \$4800/year for 4-6 posts per month to \$6000/year for 6+ posts per month, seconded, discussion.

Motion amended: To increase blog manager compensation from \$4800/year for 4-6 posts per month to \$6000/year for 6+ posts per month starting in January 2018, seconded, motion RECIDED. *Remove from budget proposal.

Motion: To include in budget to remake What is a Doula and Dads and Doulas brochures in the amount of \$3,500, seconded, discussion.

Motion amended: To include in budget to remake What is a Doula and Dads and Doulas brochures in the amount of \$5,000 to include translations in French, Spanish and Portuguese, seconded, APPROVED.

Saturday, April 1, 2017

XIII. Motion: To invest in mass texting to send messages to members for remainder of 2017, seconded, APPROVED. Will do trial for conference

Action item to offer Group membership starting in 2018 - discount for groups 10 or larger. Organizations responsibility to gather money and names. Will need to talk with IT and membership in office. What about different dates? Bring to October board meeting.

Motion: To offer \$25.00 discount on conference registration, seconded, APPROVED.

Motion: To pilot the process criteria for alternative path to DONA International with addition of content hours and number of clients certification with some that have requested- application done in next 2 weeks. Many questions/concerns - back to committee for education and PR.

Motion: Discuss advance doula requirements remove 3c, seconded, APPROVED.

Motion: Approve Job descriptions for positions open for 2018 - board member job description - Good standing for completion of one certification, seconded, APPROVED.

Vote on APA TABLED until next call