

FINAL

NAD BOARD OF DIRECTORS MEETING

National Association of the Deaf

Clearwater, Florida

January 23-24, 2009

Board members in attendance: Vice President Chris Wagner, Secretary Lynn Z. Null, Treasurer Ronald Sutcliffe, Region I Board Members Julie Bourne and Sean Gerlis, Region II Board Members Jack Cooper and Michael Berger, Region III Board Members Lissette Molina and Judith Gilliam, Region IV Board Members Astrid Goodstein and Manny Johnson, Appointed Board Members Kirsten Poston and Melissa Draganac-Hawk, and *Ex Officio* Board Member and Chief Executive Officer Nancy J. Bloch (Excused: President Bobbie Beth Scoggins)

Staff in attendance: Anita Farb, Director of Communications and Operations

Friday, January 23, 2009

Visitors in attendance: Julie Church, Ann Cooper, Valerie Stafford-Mallis, Merv and Carol Garretson, and Roger Vass

Vice President Wagner called the meeting to order at 8:55 a.m., welcoming everyone. He stated that while President Scoggins was with the board yesterday evening, events surrounding the proposed legislative closure of the South Dakota State School for the Deaf necessitated her return to Sioux Falls.

Motion 2009-15: Sutcliffe moved to ratify the board's email approval of the August 2008 meeting minutes. **CARRIED.**

Motion 2009-16: Molina moved to ratify the board's email approval of Judith Gilliam as Region III board member. Gilliam replaces Liz Hill who moved out of the region. **CARRIED.**

Treasurer Sutcliffe, also as chair of the standing Finance Committee, brought the board up to date on NAD finances. He reported on economic impact, operating deficit, depletion of reserve funds, loss of investment income needed to cover office lease expenses, and best and worst case projections. CEO Bloch supplemented this report by explaining the need for board involvement in fundraising efforts.

The board recessed for lunch at 12:15 p.m., generously sponsored by CSDVRS. Sean Belanger, CEO of CSDVRS, gave remarks on the current state of the VRS industry, focusing in particular on the recent FCC order on 10-digit numbering/e911 services.

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The meeting resumed at 1:20 p.m., with Julie Rems-Smario, chair of the standing Development Committee, presenting via video on key points covered in her PowerPoint file on successful fundraising strategies. She also gathered feedback from board members on individual and collective fundraising efforts, encouraging the board to establish goals and strategies before the close of this weekend's meeting. This session ended at 4:30 pm for a tour of CSDVRS offices nearby.

Afterwards the board took part in a community gathering and fundraising reception at Bahamas Breeze, generously sponsored by CSDVRS and joined by Florida Association of the Deaf, Purple Communications, National Deaf Academy, Tri-County Association of the Deaf and West Central Florida Association of the Deaf, all of whom gave their support to this weekend's board meeting. More than 75 people attended the reception.

Saturday January 24, 2009

Visitors in attendance: Ann Cooper, Matthew and Josiah Lockhart, Merv and Carol Garretson, Tami Hossler, Andy Lange, Holly Miles, Rosa Rodriguez, and Roger Vass.

Vice President Wagner called the meeting to order at 8:45 a.m., and turned the floor over to Region I Board Member Julie Bourne who gave an update on the Vision 2020 strategic plan development process, including the definition of strategic, tactical, and operational goals. Board members will become involved in the process through the use of Huddle, an online application for document review and revision. Bourne also brought board members up to date on D/d research efforts and the committee's plan to engage and solicit feedback from community members.

The board recessed at 12:10 p.m., for lunch, again sponsored by CSDVRS.

Wagner reconvened the board meeting at 1:00 p.m., with focus on a slogan for the new term of office (previously 'Together, We Move Forward'). Dialogue resulted in selection of 'Invest in Our Future!' as the organization's new slogan.

Draganac-Hawk next asked board members about their support for her involvement in ASL corpus efforts at Gallaudet University, which was met with enthusiasm.

Gerlis updated the board on the vlog schedule and future plans. Brainstorming resulted in additional topics for future vlogs, such as: law and advocacy success stories; day at headquarters; international human rights; education and deaf children; perspectives by past presidents, and more.

Wagner brought the board up to speed on plans for the annual NAD Leadership Training Conference, to be held October 28-31, 2009 in Columbus, Ohio. NLTC '09 will include regional caucuses (in place of regional conferences), youth-related meetings, and a community/fundraising banquet. Further specifics are forthcoming.

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The board then reached consensus on upcoming meetings, as follows: April 17-18, 2009 in Philadelphia, PA; October 29-30 in Columbus, OH (concurrent with NLTC '09); January 22-23, 2010 in Phoenix, AZ; and April 23-24, 2010 in Birmingham, AL.

Updates on remaining standing committees were provided by board liaisons – Wagner on Governance, Berger on Membership, and Poston on Public Policy. Updates were also provided by Poston and Draganac-Hawk on Diversity Strategic Team efforts, as well as by Johnson on Youth Strategic Team activities.

Motion-2009-17: Berger moved to approve standing committee reports. **CARRIED.**

Motion 2009-18: Goodstein moved to adopt “Invest in Our Future!” as the board’s slogan for the current term of office. **CARRIED.**

Board members then embarked on extensive dialogue on strategies for bringing in critically needed operating income for the current and next fiscal year. These include house fundraising parties; million deaf dollar club; membership specials; DeafNation Expo exhibits; cultivation of benefactors as donors; Facebook Causes presence; state association and affiliate donations; corporate donations; targeted online fundraising; online auctions; and large fundraising events.

Motion 2009-19: Gilliam moved that the secretary write thank you letters to the sponsors of this meeting. **CARRIED.**

Vice President Wagner thanked board members for working with him to ensure a successful board meeting this weekend.

The meeting adjourned at 4:45 p.m.

Respectfully submitted,

Lynn Z. Null
Secretary