Membership: 239 (as of 2/3/04)

Present: Stephanie Bettermann, Connie Burkhart, Deb McKinley, Alan Olson, Lani Payette, Jennifer Schulz, Pam Stenhjem, Deb Stull Erickson, Lori Ann Vicich, Nicole Pilman

Minutes
Stephanie made a motion to approve the minutes, which was seconded by Connie. The minutes were approved as submitted.

Treasurer’s Report
Nicole distributed copies of the budget report, which were updated through the end of January. Deb McK is now signing off on all financial reports, so the board should write a little note about what the bill/invoice is for.

Action & Discussion Items

New member welcome: Jennifer distributed the name of one new member. Some board members questioned whether Jennifer is going to follow up to make sure new members are being called. Jennifer said she didn’t want to “police” the process. However, some people have lost the name of the person they volunteered to call, so Jennifer will keep a list in the future.

Cultivating new board members: Connie sent an e-mail to all co-chairs asking them to identify committee members (names, titles, etc.) for printing in the conference program. Also, she hopes to follow the official process for selecting next year’s board members, so she will follow-up with each current board member to see if they want to continue on the board and if they have any suggestions for new board members.

Tom Foley award: Kristeen requested that the board come up with some ideas for the award the Forum is giving Tom Foley. Deb McK will forward those comments to Kristeen.

Committee Reports

Awards:
Kristeen was on vacation, but she submitted this report.
- Plaques for Gold and Maroon winners (only one each) and a certificate to an honorable mention category.
- Need large-sized yogurt containers for the people’s choice awards. One will be placed by each entry and conference attendees vote for their favorite entry. (Jennifer reminded Deb McK that she has glass bowls that have been used at Forum events in the past.)

Conference:
- Conference is Wednesday, May 5, 2004
- Staging a creative ice-breaker and finalizing presentations
  - “Make your own burrito/taco” lunch, Alan asked if anyone had any catering suggestions
- “Disappointed” call from McNamara events manager, wanted to know why we didn’t choose them again
- Still no closing speaker/event; discussion of the cost of Trading Spaces’ Genevieve Gorder; will have to increase budget but might get more registrations with her; other group hired her and said she was worth every penny, agreed to offer a set amount that we can afford and see if she takes it
- We will market to communicators outside the University; Jennifer will send Connie contact information for the MN private colleges

Marketing & Promotions:
- Member appreciation event was Feb. 5; Deb McM praised the committee for a great event; evaluations were mostly positive (need better beer, more red wine!)
- Newsletter - planning a new design (Nance Longley has volunteered)
- Work on promoting annual conference
- Work on membership recruitment
- Talk about possible summer event at Eastcliff, Susan Hagstrum as guest speaker

Program:
- January: “A Capitol Conversation: Legislative Update” 20 attendees, 14 no shows
- February 19, 3-4:30 p.m: “Branding the University of Minnesota: Update and Next Steps” President’s Room, Coffman Memorial Union. 40 people registered, planning on about 70
- March: Maroon and Gold Awards - Rebecca Noran of the Program Committee is working with Kristeen Bullwinkle to coordinate that program
- April: Web. Presenter is Kristeen Bullwinkle, College of Education and Human Development. Potential speakers: Mark Engelbretson, AHC; and Rebecca Noran is working on a third.

Technology:
- Working on content changes for Forum Web site; looking for input
- Lani distributed copies of the new website pages that have been changed since last time, send her your comments

Adjourn: Alan made a motion to adjourn. Connie seconded the motion, which was approved.

Next Meeting:
Tuesday, March 9, 2004
110 Heller Hall (Jennifer)

Respectfully submitted by Jennifer Schulz, recorder
Follow-Up Tasks
☐ Call new member(s), if you volunteered to do so (call Jennifer for a UDS gift certificate)
☐ Jennifer will follow up on updating the resources section of the website
☐ Begin to identify high-potential members and cultivate new board members
☐ Send content for newsletter to Pam
☐ Connie and Deb M. will set up meetings with senior communicators
☐ Send comments about new website to Lani

For Future Discussion
☐ Volunteer of the Year Award
☐ Student involvement/projects for communications students