

PCRID Board of Directors Meeting
April 21, 2016 6:30-8:30pm
Meeting Minutes

The meeting was held at the Treasurer's Residence in DC.

Board Members Present:

Jennifer Vold, President
Rosemary Johnson, Director of Professional Development
Sarah Blattberg, Treasurer
Kevin Dyels, Director of Membership
D'Lisa Robinson, Director of Meetings
Sequoia Taylor-El, Director of Community Relations

Board Members Absent:

Traci Ison, Director of Communications

Committee Members Present:

Kirsi Griggs - MDAD representative
Erin Schneider(hangout)- CMP Chair
Jenifer McGilligan(hangout)- Archivist
Caitlin Smith (facetime)- Conference Chair

Agenda

- Conference
- Board reports

Conference

The 2016 Conference Chairs have been picked. Congratulations to **Sherrette Gárate-Estes** and **Caitlin Smith**! Our desire is that the board and the chairs work together, everyone knows their roles and the board will provide guidance as need be.

It is imperative that we decide on the ASL theme. The board consulted members of the Deaf community prior to this meeting. We had three front-runners the consultants had to provide feedback on. All of our feedback was fairly consistent. The board voted on the three options and a theme was picked.

- The ASL theme is needed to build the conference web site, introduction video and more. We want to honor the English and ASL in the theme.
- **Jennifer** and **D'Lisa** will make an intro video and the Chairs will make a separate video thereafter.
- Using the conference web site from 2015 as a template, we will work on the 2016 web site.
- Next we will make a call for volunteers to continue on until 2017.
- We hired a conference planner to assist in locating a venue for the conference. He does not charge a fee for his

services. He is knowledgeable on Deaf friendly spaces.

Sherrette will be meeting him through Skype this week.

- The planner presented the chairs with 6 hotel options.
- The Deaf space consultant brought up in our January board meeting **JeniMac** clarified that this is not about "space" but more about a Deaf committee member. This can be someone from a sister organization or the individual can be appointed on an ad hoc committee for the purpose of helping choose a place. **Kirsi** would not mind taking on this role.
- Once the venue is picked, the board should take a tour of the hotel. **Kirsi** and the chairs will visit the 6 sites and narrow it to 3.
- The board agrees that the chairs can have the authority to sign paperwork on the board's behalf.
- Money-wise our goal is to break even.
- It was mentioned we should have the business meeting during lunch to ensure high volume attendance at the business meeting.
- **Jenimac** suggest having a president's luncheon and a PCRID booth where people can bring old archives for us to salvage.
- The board needs to get a call for presenters to the chairs. The chairs need to get a call for volunteers and summarize the 6 hotels for the board.

Board Reports

Rosemary- Our next workshop (and board meeting) is at CCBC on May 21st. It will be lived streamed from Gallaudet University. It cannot be streamed from home, as it is interactive. The workshop is about government interpreting and we will partner with DIG.

Kevin- Membership sent out a survey and received 100 responses. A reminder email will be going out soon. The survey will close on May 3rd.

Sequoia- The board was shown several different samples of "swag" items - the purposes of the items are for us to exhibit at expo/conferences. However, there is a potential for these items to be used at our own conference (e.g. - the cell phone holder lanyard.). **Kirsi** will be the new MDAD representative along with **Traci**.

Sarah- Our domain host, Network Solutions, charged us twice. They have extended our membership by a year to correct the issue. Member renewals are coming up soon which will help us acquire funds. To save money, **Rosemary** suggests a QR Code option instead of using Guidebook. **Kirsi** suggest aligning ourselves with another sister organization who already has an account so we can access the program. Jen added that Guidebook charges per publication. We tried to let Region II use our subscription because it expires in October 2016. We were able to make a draft program at no charge, but we'd have to pay \$1750 to actually publish it.

Traci- *This report was send via email prior to the meeting***-**

1) A new look for the newsletter:

The Communications team came together to brainstorm and create a new style and approach for the PCRID newsletter. The first revamped newsletter went out in February, and we got great feedback. We are enhancing the newsletter a little more each month. A special shout out to Jen (President) for taking on the heavy lifting for the April newsletter to be able to get it out by the first of the month.

I recently sent out an email to the board, requesting a small "blurb" for the newsletter from each board member every month. Of course, it is not required; it would simply be great for the board to connect with the members every month through the newsletter. This info can be general, or come from within the committees. The deadline for submissions will be included in the monthly reminder. The newsletter will likely be published the morning of the first day of the month, or the day before.

Recently, Jen Bell and I met to work on the newsletter and discuss the process. Moving forward, we intend to focus on and convey what the PCRID board and committees are up to. For future newsletters: We are looking to add a personal touch by featuring a short article from someone within the community. We are still brainstorming on how to set up this process: do we put a call out to the membership asking for article submissions, or do we target specific people and ask them for a short article focused to PCRID members? Thoughts?

Comments/Questions/Suggestions:

Contact newsletter@pcrid.org

2) Increased Social Media Visibility:

See attached Jan-Apr Facebook Report:

As you can see, our page is reaching a growing number of viewers (note the arrows). PCRID is collaborating with VRID communications to increase shares and views to PCRID Facebook page posts. Jen Bell is currently the PCRID Facebook page administrator. Please direct comments/ questions/ suggestions to communication@pcrid.org.

3) PCRID website updates:

See website - www.pcrid.org

Jen (president) made changes to the PCRID website to align it with the board's recently-declared goals for 2016-2017.

Our webmaster Audrey Bastian is accepting requests for changes & additions (mistakes, broken links, etc): webmaster@pcrid.org.

Please direct comments/ questions/ suggestions to communication@pcrid.org.

*When contacting the newsletter & website email addresses, I ask that you always CC communication@pcrid.org.

It was decided that we need another meeting before the May 21st meeting.

Meeting adjourned.