



*The IIMC Foundation is a diverse team of volunteers who are passionately committed to raising endowed dollars whose earnings help IIMC pursue its educational objectives.*

**ANNUAL BOARD OF DIRECTORS MEETING MINUTES  
IIMC FOUNDATION  
SHERATON BIRMINGHAM HOTEL  
FRIDAY, MAY 17, 2019  
BIRMINGHAM BALLROOM 3**

Vice President Mary Lynn Stratta called the meeting to order at 4:05 pm on Friday, May 17, 2019, in the Birmingham Ballroom 3 of the Sheraton Birmingham Hotel.

**PRESENT:** President Colleen Nicol (via teleconference), Vice-President Mary Lynne Stratta, Treasurer Roxanne Schneider, Secretary Faith A. Elford, and Members Dale Barstow, Buster Brown, John R. Devine, Beverly Hammerstrom, Melissa Henley, Cristina LoVerde, Dyanne C. Reese, Stephen G. Wolf, and Jane Long; and IIMC President Stephanie Kelly, IIMC President-Elect Lana McPherson, IIMC Vice President Mary Johnston, and IIMC Executive Director Chris Shalby arrived later during the meeting

**ALSO PRESENT:** Shari Moore and Sharon Cassler

**ABSENT:** Member Kristie Smithers

Administration

**Excusal of absences** – It was moved by Steve Wolf and seconded by Roxanne Schneider to approve the absence of Kristie Smithers. Motion carried unanimously.

**Approval of minutes** – It was moved by Buster Brown and seconded by Dyanne Reese to approve the minutes of April 5, 2019, March 14, 2019, February 6, 2019, and October 28, 2018 with one correction. Motion carried unanimously.

**Executive Committee Report** – President Colleen Nicol reviewed the 2018 Annual Report and reported that Dale Barstow will present the President’s report to the IIMC Board of Directors on May 18, 2019.

**Finance Committee Report** - Treasurer Roxanne Schneider reviewed the 2019 Investment Report showing a \$2,615,004.32 total value as of March 31, 2019, a summary of Restricted Funds, the quarterly dues comparison report, the Morgan Stanley Investment Report through March 31, 2019, the Budget status report, and the Investment Policy.

Vice President Stratta recommended that the Finance Committee address separation of Treasurer duties as mentioned in the Audit. John Devine recommended that the Marketing Committee examine if the increase in membership giving was due to the Foundation insert mailed with renewal notices. There was also discussion about distributing an income data sheet in future conference bags.

Following discussion, it was moved by Dyanne Reese and seconded by Buster Brown to accept the financial reports as presented. The motion carried unanimously.

**Bylaws Committee Report** – Chairman Wolf reported that the Bylaws Committee revised Policy 15 regarding Donor Recognition/Awards as directed at the mid-year meeting. Updated copies of the IIMC Foundation Bylaws and Policies have been provided to the President and Secretary.

**Nominating Committee Report** – Chair Stratta announced the Nominating Committee’s recommended 2019/2020 Officers, to be effective following this meeting:

Mary Lynn Stratta – President  
Buster Brown – Vice President  
Colleen Nicol-Secretary  
Roxanne Schneider – Treasurer

Following discussion, it was moved by John Devine and seconded by Steve Wolf to approve the slate of officers for the 2019-2020 IIMC Foundation as recommended. The motion carried unanimously.

**Creation of Development Committee** – Vice President Mary Lynn Stratta recommended creation of a Development Committee. All current Board applicants and two representatives from each Region will be invited to participate on the committee.

It was moved by Colleen Nicol and seconded by Buster Brown to (1) create a Development Committee as recommended by Vice-President Stratta; (2) refer development of a policy statement regarding recruitment of Board members to address diversity and inclusion to the Development Committee and the Evolving Into the Future Committee; and (3) following adoption of the future policy statement, the Board shall develop implementation action steps for future recruitments. The motion carried unanimously.

**IIMC Foundation Welcome Table** - Dyanne Reese reported that the Welcome Table will be open on Sunday in the conference registration area.

### **Fundraising**

IIMC President-Elect Lana McPherson and IIMC Vice President Mary Johnston arrived at this time.

**Donor Giving Levels** – Beverly Hammerstrom suggested adding top levels to the donor giving levels. Melissa Henley suggested that the Board review the society level names for updating to a more modern meaning. Vice President Stratta referred this matter to the Revenue Growth and Marketing Committees.

IIMC President Stephanie Kelly and IIMC Executive Director Chris Shalby arrived at this time.

**2019/2020 Committee Assignments** – Vice President Stratta reviewed the list of committees for the upcoming year and the schedule for all committees to meet at this meeting.

### **Legacy Program**

Tracking of Legacy Donations – Dyanne Reese and Roxanne Schneider recommended that a list of Legacy Donors be placed on the IIMC Foundation website and that further marketing materials be developed.

Recognition of Legacy Donations – The Board discussed distributing Legacy information in an e-blast. Wayne Hussey recommended continuing communication with Legacy donors.

Donna Young Legacy Donation – Roxanne Schneider reported that Donna Young remembered the IIMC Foundation in her will with a contribution of \$20,851.58.

Dyanne Reese recommended a policy for Legacy donors over a specified level. President Nicol noted that Donna Young's will mentioned scholarships for Colorado clerks so transfer of her funds to a restricted account is appropriate. John Devine suggested more promotion of the Legacy Program in the Annual Report and that unless Legacy donors specify a restricted fund, donations should be deposited in the unrestricted account. Other members concurred.

Following discussion, it was moved by Buster Brown and seconded by Steve Wolf to deposit Donna Young's donation into restricted funds for scholarships. The motion carried unanimously.

**RoundUp App** – Chris Shalby reporting sharing the information on the RoundUp App with President Nicol to consider the app for donations. Melissa Henley agrees that this could reach a different segment of our members and Wayne Hussey concurred. Vice President Stratta asked Chris Shalby to research the app further and report back to the Board.

The IIMC Foundation Board of Directors recessed at 5:04 p.m. on Friday, May 17, 2019.



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**ANNUAL BOARD OF DIRECTORS MEETING MINUTES  
OF THE IIMC FOUNDATION-continued  
SHERATON BIRMINGHAM HOTEL  
SATURDAY, MAY 18, 2019  
FLOOR 4, CHAMOMILE MEETING ROOM, #407**

Chair Pro Tem Dale Barstow reconvened the IIMC Foundation at 10:08 am on Saturday, May 18, 2019.

**PRESENT:** Roxanne Schneider, Faith A. Elford, Dale Barstow, Buster Brown, John R. Devine, Beverly Hammerstrom, Melissa Henley, Cristina LoVerde, Dyanne C. Reese, and Stephen G. Wolf and Business Partner Terri Jones with Vice-President Mary Lynne Stratta arriving later in the meeting and President Nicol participating in the Revenue Growth Committee only via telephone

**ALSO PRESENT:** Shari Moore and Sharon Cassler

**ABSENT:** Kristie Smithers, IIMC President Stephanie Kelly, IIMC President-Elect Lana McPherson, IIMC Vice President Mary Johnston, IIMC Executive Director Chris Shalby, and Jane Long

**Fundraising Workshop with Wayne Hussey**

Wayne Hussey addressed the pattern of giving for the society levels. The society levels were established in February of 1998. Therefore, 1999 was the first full year of society giving. The history of giving is reflected below:

1999	\$8,000
2005	\$34,000
2008	\$20,000
2016	\$16,000
2017	\$16,000
2018	\$8,260
2019	\$2,757

Wayne Hussey noted that only 30% of the IIMC Board of Directors give at a society level compared to 72% in 2006.

Wayne Hussey divided those present into groups to discuss the following statements:

1. Give us 3 specific actions to increase the dollars – indirect actions or direct actions
2. If you are going to approach people at the conference – how best to script that conversation; key bullet points; and how to end
3. What improvements to the overall program would you recommend?
4. When the groups reconvened, each shared their responses. Wayne Hussey will compile all the

ideas and scripts and share them with the Board. The following is a synopsis of responses:

**1. Give us 3 specific actions to increase the dollars – indirect actions or direct actions.**

**First Group -**

- Need to talk to IIMC Board and Foundation Board members-past and present.
- Recognize Silent Auction givers – “Silent Auction Society”
- Recognize vendors with a plaque at their booths showing they gave to the Foundation.
- Region Competition – Give the Region incentive to raise donations and show the barometers of who is giving to get a competition going with a “Most Giving Region” award each year.

**Second Group -**

- People need to go out and ask. If you don’t ask, you don’t get and we must find more askers than just the Foundation Board members.
- Re-visit recognition levels – giving a pin for different levels-that worked before.
- Talk to new attendees at the Conference.

**Third Group -**

- Send recognition letters to the givers, thank them, and hint about giving again and more.
- Add Credit Card donation capabilities on membership forms.
- Enable text giving.
- Wear a button saying, “Ask Me About the Foundation”

**2. If you are going to approach people at the conference – how best to script that conversation; key bullet points; and how to end**

The suggested conversation was: “How much do you know about the Foundation? Let me tell you about the good works the Foundation does. We give about \$75,000 per year for education and scholarships to help you with your education. We give out \$400 scholarships for CMCs and MMCs; scholarships to attend the conference; and Region Stipends. But that isn’t enough for a 10,000 membership.”

**3. What improvements to the overall program would you recommend?**

- Change or update the societies
- Add the pin program back for recognition
- Gift a free class for a certain level of giving

**Marketing & Revenue Growth & Evolving Into the Future Committees Report**

- Start a January Mentoring Program.
- Implement the Society Giving Strategy to add new levels; add incentives; and confirm what new levels are needed. Provide the Board with the last 10 years of giving.
- Revenue recognition incentive to those moving up levels.
- Revisit the levels and names.
- Establish Legacy and Auction recognition
- Region XI initiative – 5000 members
- Initiate 250 member calls
- Create Text Giving
- Campaign within the Regions – Region Challenge

- Ask members at the \$50-\$99 level to give more and contact those that have not given this year when they gave last year. Also contact Quill Winners and Athenian Society Fellows.

**Special Events Committee Report**-Shari Moore reported discussion of the Silent Auction and staffing of the raffle table, including approaching Past Presidents. Beverly Hammerstrom will stay at the conference longer next year to work the raffle table. The committee will be discussing Santa Claws with Kristie Smithers and Stephanie Kelly to see if they will continue and will communicate with the incoming IIMC President to see if there is something she might want to promote like the bracelets.

**Business Partners Council** – Did not meet.

**Development Committee** –Vice President Stratta reported that this committee will get educated as to what the Foundation does and recruit members and liaisons in the Regions. They will learn what the Foundation is about and the role of board members. This committee will also bring diversity to the Foundation’s activities.

**2019/2020 Strategic Plan Development** – Dale Barstow stated that he will take the information from today’s meeting, update the 2019-2020 Strategic Plan, and email the revised document to the Board tomorrow.

### **Budget Review**

The Foundation Board reviewed the current budget and agreed to expend \$500 from the Silent Auction expense line to purchase portfolios, changed the Pin expense line to read “Pins and Buttons”, and noted that the auditor charges were \$7,245.

The annual meeting of the IIMC Foundation Board of Directors adjourned at 4:51 pm on Saturday, May 18, 2019.

Respectfully submitted,

Faith A. Elford CMC/WCPC  
IIMC Foundation Secretary