

MINUTES OF THE February 17, 2012 ISNA Board Meeting

1. President Sara Gasiorowski called the meeting to order. The Executive Committee met in executive session prior to the board meeting and all were present except Candy Hagar. Candy Hagar was excused.
2. Roll Call – All present except for Candy Hagar and Lindsey Hill who were excused and Kellie Collins who was unexcused.
Guests: Dan Irish, Jeanna DeSutter, Betsy Flores
3. Changes to the agenda PPL will not be meeting today instead the Regional Reps and By Laws will be meeting.

4. **Motion made to accept the agenda.**

Moved: Amy Anderson **Second: Cindy Licciardone**

Approved

5. **Motion made to accept the minutes of the last meeting.**

Moved: Jay Turner **Second: Cindy Licciardone**

Approved

6. Finance – Treasurer’s Report

As of January 31, 2012:	Checking	\$125,885.45
	Savings	\$ 1,289.97
	CD	\$ 55,528.84
	Total	\$182,704.26

Tracy thanked the finance committee for conducting the audit of the previous year’s records. Jan Swander, Carol Costerison, Amy Anderson and Sara G.

7. Kathy Kane asked if non budgeted items have to be approved by the board. The answer is affirmative. **Tracy read from the bylaws and policies that any expense not budgeted or above the budgeted amount for the line item will be approved by the board.**
8. Sara G. also stated that any contracts must be signed by Carol Costerison and never by a board member.
9. Jay Turner discussed the possibility of making the regional workshops free to the membership. Sara suggested that Jay submit a written proposal that will be forwarded to the professional development committee. Carol commented that this would be the best area to offer the workshops at no costs because of the minimal costs to us.
10. **Membership – Victoria Moore**
Victoria discussed some of the SNAs award programs. Letters were sent to 235 lapsed members. Diane Sweitzer was the first to reply and se rejoined.
Victoria questioned certification – if you let it lapse, must you show 6 hours of continuing education.

Is the school district owned membership form and the change form going to be put on the new web site? Reminder that a change form must be filled out when you have a change in district personnel. Also, district owned memberships must be kept up.

March 1st through April 30th is the next membership drive. Victoria wants to beat Marsha in Florida. Be sure to fill in who recommended the person.

11. **President Elect – Cindy Licciardone**

Written Report

12. **Marketing Committee**

Jeanna, Lindsey and Betsy conducted a survey of members and industry. Good response. The new website will be up by the end of the month. Jeanna is concerned with how we want to be conveyed. A complete marketing plan was in the packet. Cost for the new website is \$3900 for start up. Carol will be able to make changes to website. Industry will have an area, but only premier partners are there at this time. Online registration and credit card payment available. There will be a facebook page.

13. By-Laws and Policies – Jan Swander

Working on by-laws and policies. Changes to Carols responsibilities in the by-laws.

14. Mega Discussion

Mega Discussion was held regarding professional development.

Current professional development – Leadership Academy, Regional Workshops, Equipment Seminars, Spring Training, Annual Conference.

Began to develop a state wide training program: HR, Healthy Edge, Focus on thje customer, finanacial management.

As a part of this – began to identify specific areas that the membership wanted training and that district directors wanted. The leadership academy has trained about 500 people and it has been hugely successful and has grossed over \$100,000 for the association.

Having successful and sustainable courses will be key. Writing course curriculum is very time consuming – takes certain skill set and not everyone wants to “volunteer” to write curriculum. Need mechanism for writing future courses. Courses need to be written but also evaluated and updated.

Current – Leadership academy, Regional Workshops, Equipment Seminar, spring Training, Annual Conference. Attendance and finance are criteria. What drives a successful program is attendance, financially, quality/content presenters. Content and delivery are very important.

Regional workshops – issue is presentations vary by who presents on whether it is successful or not. Focus should maybe be just on line level, managers, and small school directors. Do we need to reformat. The name isn't accurate – it isn't a workshop – it is more a seminar.

Hourly people like participatory events. Hands on experience is what the attendees are expecting. Do we breakout manager, line staff and directors at regional level. The best regional workshops are when the director is involved in the workshop.

With each program – who is your target audience? What are they wanting in the way of training? There is a role for the director in the workshop. Probably should have a role for the director in the workshop. Directors can reinforce what is taught in the regional workshops. Good for everyone – gets a “big picture” view of topics – especially with the changes that are coming in the meal pattern. Jay is having a community wide meeting about the changes in the meal requirements. Peanut butter challenge, they want hands on things to do, round table discussion, visual discussion, explaining the water policy, have tray to show what is going to be part of the meal and what is required. Let's have them suggest how they are going to address these issues – how are you going to display your fruit, vegetables, open discussion,

Do we need to offer a “back to school workshop” to do training on the meal pattern. Offer knowledge to everyone. If they come and include membership in the conference. September – Human Resources at Primo.

Courses – Opportunities and barriers – Kathy has read each of the evaluations of the leadership academy. In doing professional development must make priorities, who is in attendance, who have we reached through what type of training. They want a leadership

