



Membership Outreach Committee Annual Meeting Minutes January 19, 2022

Call to Order

Time the meeting was called to order, include time zone

Roll Call

Present: MOC Chair-Kristen McGraw, 1-Sarah Bronson, 2-George Paffendorf, 3-Sherri Moore, 4-Toby Cross, 5-Missy Lamont, 6- Erica Berg, 7-Dionne Newton, 8-Jen Donahue, 9-Karen Tanchak, 10-Kristen Marcus, 11-Courtney Mellor

Staff: Kendyl Berger

Guests: Region 1 RLT-Christina Richardson (Maine Chair)

Excused: Kathy Alm

Call to order: 7:30 pm

Motion to approve Minutes from : George P. Seconded; Approved

Office Updates (Kendyl Berger):

1. FYI—Skeleton crew in the PATH Intl office to maintain health; letting RLT members know that there may be some delays due to lower staffing in person in the office.
2. Website: Delay in roll out due to some glitches; MOC will be asked to help with Beta testing of website in early Feb. MOC members will have a full business week to review. Stay tuned. Anticipated “live” date of late Feb.
3. Kandis Braun is leaving position of Executive Assistant—Last day 2/22/22. Job will be posted on LinkedIn, Indeed, etc.
4. Vaulting sub-committee is in need of a Chair by 2/1/22. If no chair is found, then this committee will convert to a work group or task force.
5. Region Awards are being scored presently and Region Reps will be notified shortly.
6. Conference Planning Mini-Workshop: Fri Feb. 11th Marsha Anderson; Task force members

Action Items

1. **MOC Fund Request**—Revised request for \$195 to reimburse PATH Intl. member for purchase of Equine Affaire Tickets from November 2021. Region 6—question about how do we manage MOC Funds (\$1200 in total, aside from \$300 allocated for each Region)—is it first come/first served.
 - a. For other funds, an Event Meeting form should be completed.
 - b. Is there a document that shows what has come out of the General Fund—Kendyl believes that at this point the full \$1200 is available. Event Form: <https://forms.gle/a6kdFG5zNuevkqFT7>
 - c. It would make sense to either have the MOC or PATH Intl. help with prioritizing outreach events. **Action:** To be put on the agenda for discussion at 2/23 MOC meeting
 - d. Motion to approve MOC Fund Request by Kristen Marcus, Seconded: Approved.

2. Handbook revisions

- a. **Action:** Please review New RLT Handbook. Resources have been moved out of Handbook so that when resources are updated the entire Handbook doesn't need to be revised.
- b. **NOTE:** Task Forces Chairs (e.g. Conference Task Force) **are** members of the RLT.
- c. Conference Planning Task Force Chair Position: Is this a 2 year position? Marsha is reviewing the Region Conference Planning Task Force. General feedback is that most regions do a one-year term; appointed by the Region Rep. Past Chair usually serves on Region Task Force Conference Committee.
- d. Chairing the Conference Planning Task Force is a good way to get people involved in thinking about succession planning for PATH Intl. Volunteer Roles.
- e. Positive Feedback overall on the Handbook Revisions! Thanks for the hard work!
- f. If anyone has suggestions for supporting resources, please send along to Kristen and Kendyl.

3. Task List update

- a. Task List has been updated
- b. Split into State Chair responsibilities and Region Rep responsibilities
- c. Region 8—Is it possible for Regions do raise money at Region Conferences where a portion would go to for example the Disaster Relief Fund and the other portion would go to supplement the Region's Budget. **Action:** Kendyl will pass this along to Kathy A for clarification.

4. CEU approval update

- a. Request for CEUs has been added to the Meeting/Event Request Form—no need to fill out a separate form for CEUs!
- b. 90 days lead time for In-person events; 30 days for Virtual events.
- c. Question about outside events (non PATH Intl. events)-if wondering about CEUs that would be accepted by PATH Intl. please email PATH Intl. at certificationcompliance@pathintl.org.

5. Communication update

- a. Not doing Region Newsletters—low open rates and time needed to put together were reasons for ceasing Region Newsletters.
- b. EBlasts will go out for state meetings, conferences, Holiday blasts, etc.
- c. **Action:** Request to Region Reps/Communications Chairs to think about using multiple platforms--Member Connections, FB, (eblasts are having poor open rates in general).
- d. Region 9—Member Connections: continues to be challenging to get members engaged in this platform.
- e. Member Connections Communities: You can set alert frequency
- f. PATH Intl. is considering creating Region Communities for communications within a Region—possible in late Feb./early March
- g. **Action:** Suggestion to post a “play by play” for Member Connections that we could post on FB (Kendyl to follow up)
- h. FB settings for Region pages: Private vs. Public; Member Connections is Private.

- i. ? How many Regions have FB pages vs. groups—Also discussion re: posts being approved by Communications Chair rather than just being able to post. Region 8 has this policy—all posts are approved by Communications Chair.
- j. Kendyl is continuing to update Communications policies and procedures.

6. Center renewal calls

- a. Kendyl sent out Center Renewals Spreadsheet as of 1/18/22 of those centers who have not yet renewed.
- b. **Action:** Request by RLT to put the Center Memberships in a Google Sheet so that it will be a LIVE document and can be updated by State Chairs/Region Reps and PATH Intl. as membership status changes. Also a request to include those who have renewed so that State Chairs can call and thank centers.

7. Region 11 update

- a. Region Conference Planning for Conference to be held in early April in California.

8. Region 1 update

- a. Successful State Meetings—CT/RI Virtual (40+ attendees), MA Virtual (25+ attendees) and NH/VT In Person (11). Planning underway for ME/Canadian Provincial Virtual Meeting.
- b. Region 1 Conference has been set: April 22-24.

Other Business

Topics not on the agenda here. Decisions should be noted on minutes as above. Or topics can be postponed and noted for the next meeting.

Old Business/Action Item Review

1. MOC/RLT training video—Recordings are in MOC Community on Member Connections in the Library.
2. See task list

Next Meeting

February 23, 2022 (note change)

Adjourn

Motion to adjourn: Jen (Region 8), Seconded by George (Region 2) 9:05 EST