

DCMAND Board of Directors Meeting
Saturday, August 22, 2015 – 10:00 AM to 2:00 PM
1320 N. Veitch Street / Arlington, VA 22201

Board Members Present

Tricia Psota, President
Robyn Douglas, President-Elect
Carolyn Wait, Past President
Sarah Fisher, Recording Secretary
Lindsey Proctor, Corresponding Secretary
Erica Walther, Treasurer
Lindsey Palmer, Treasurer-Elect
Meagan Divito, House of Delegates Representative
Shayne Geneva, Nominating Committee Chair
Kris Sollid, Professional Development Committee Chair
Paige Einstein, Professional Development Committee Chair-Elect

Non-Voting Members Present

Lindsay Moyer, Nominating Committee, First Seat
Brittany Cines, Nominating Committee, Second Seat
Allison Marco, Potomac Post Co-Editors
Ivy Mumo, Social Media Coordinator and Awards Committee Chair
Stephanie Johnson, Webmaster and Membership Relations Chair
Rachel Griffin, Community Initiative Chair
Danielle Colley Starin, Strategic Planning Chair and Education and Research Chair
Emily Snyder, Volunteer Coordinator
Erica Mouch, Consultation and Private Practice Chair
Hannah Martin, Public Policy Coordinator and State Policy Representative
Aly Smith, Consumer Protection Coordinator

Staff Members Present

Carrie Kiley, Executive Director

1. Welcome and Introductions

Tricia Psota welcomed board members. An overview of Elected and Appointed board positions are included in the information packet. It is important to understand your responsibility as a board member. This will be a building year for DCMAND. Last year the bylaws were updated. This year the policies and procedures will be updated and a strategic plan for DCMAND will be put in place. The strategic plan will be updated every three years. With the assistance of Carrie Kiley, a toolkit for each board position will be created so that information can be passed on from year to year.

Tricia Psota introduced Carrie Kiley. Each board member introduced themselves. Tricia Psota gave introductions for those members who were unable to attend.

2. Volunteering

Tricia Psota acknowledged that as board members we are either volunteering our time or have been elected to serve. While we are committed to our elected or appointed position, our time and resources may be limited. Please check emails every two days and keep in touch with board and committee members.

Carrie Kiley spoke about volunteering. She appreciates working with volunteers and is here to make our lives easier and make us better volunteers. She spoke about “Establishing and Maintaining Volunteer Accountability” – handout in information packet. Key points included:

- Determine what motivates you or others to volunteer
- Find a good fit for everyone – don’t just fill a position
- Make volunteering fun so people want to be in that position
- Work with Volunteer coordinators
- Have a retention plan in place for volunteers

Carrie Kiley is working on packets for each board position – elected and appointed. The long term goal is to have a packet of information specific to each board position that can be presented to the board member at the beginning of their term. Information for the packets will come from current board members.

Most board members will have volunteers under them. Managing volunteers is different than managing employees. If you have any issues, let Carrie know so she can assist. She can also assist with resolving any internal board conflicts. Conflict usually arises because someone is not happy – find out why. Don’t be afraid to contact Carrie Kiley via email/phone if questions.

Tricia Psota noted that the Fundraising Chair position is vacant. There is also a need for more social media contributors.

3. Meeting Logistics for 2015-2016

The full board will meet quarterly. A doodle poll will be conducted to select days and time.

The executive committee will meet monthly via phone. A proposed format for the meeting was included in the information packet – BOD Conference Call Consent Agenda.

Each committee will submit a Plan of Work at the beginning of the term. The goals will tie into the Strategic Plan goals of DCMAND. Monthly progress reports will be submitted to the executive committee. These forms will help reduce the number of emails back and forth.

The secretary will put together the Consent Agenda. This is an information only sheet. It will contain information from all reports in one place. The BOD Conference Call Working Agenda form will be utilized on the Executive Committee conference call. This will keep the meeting streamlined and focused on action items.

Eventually there will be a working calendar available to board members that will list meeting dates and due dates for reports. There will also be a calendar available to the public listing DCMAND events. A proposed timeline for communication/events was discussed.

September – Potluck

October – FNCE and webinar

November – fun fundraiser

December – e-blast and webinar

January – nominating committee and awards

February – volunteer opportunity and webinar

March – RD Day, elections

April – Annual meeting

May – TBD

4. Communication

The information packet has a list of the 2015-2016 board members and their contact information – phone number and preferred email address. Please check emails frequently. The treasurer and president will use the DCMAND google account for their email as well as a few other board members. Include Carrie Kiley on emails (cc: contractor@eatrightdc.org).

DCMAND is still in the process of updating all their documents from DCMADA. If there are any documents that need updating, please let Carrie Kiley know. This is an ongoing process.

The Listserv will be changed from a Yahoo account to a Google account.

DCMAND has a twitter and Facebook account. If you want to contribute, let Tricia Psota know. The DCMAND listserv is available to members and non-DCMAND members who pay for it. The Potomac Post is a member benefit but it also available on the website. The Potomac Post will be issued quarterly instead of monthly. The Communication Chair will promote upcoming events and the Potomac Post on social media.

There was discussion about a possible Member Survey to be conducted at the beginning of the fiscal year to find out what members want from DCMAND. It will also be an opportunity to let members know what changes are being made – i.e. RD day is free. The Membership Relations Chair will get feedback on DCMAND events.

5. Group Discussion

Board members split into their respective committees – Communication, Public Policy, and Professional Development – to brainstorm ideas and discuss the upcoming year.

Public Policy Committee – Hannah Martin

Since DC is the only affiliate without a state representative, engaging members with a functional role in Congress or the DC government may be beneficial.

- Work with the State Medical Director to add Nutrition Services to the health plan
- Contacting the Regulatory Specialist
- Work with the DC government to include dietitians in the DC Health Professional Repayment Program as well as the matching program with federal/state funds for those working in a Federally Qualified Health Center.

Shayne Geneva asked if DCMAND should encourage its members to get DC licensure or at least those members who work in DC. Tricia Psota responded that while we can advocate for our profession to have licensure, we can't advocate that our members obtain licensure. Many state and federal employers won't reimburse licensure fees and those not directly seeing clients are not required to have licensure.

Communication Committee

They would like to increase the social media presence for DCMAND.

- Quarterly Potomac Post with themed issues
- Revamp the website – make it more intuitive
- Add event alerts to the website homepage
- Add meeting minutes to the Members Only section of the website
- Create a Communication calendar so we know when deadlines are coming and when e-blasts are to occur
- Copy the Communication Committee when the Potomac Post comes out so there is a coordinated effort – website, tweets, Facebook...

- Host a quarterly Happy Hour for new members
- Social Media stream to the DCMAND website
- Themed days for Social Media – i.e. recipes on Friday, Wellness Wednesday, Meatless Mondays, Nutrition themed days
- Revamp the New Members letter

Professional Development Committee

- They would like to reserve space in the Potomac Post each quarter.
- Set calendar more strategically this year – webinars early in the year
- Engage members more by offering networking CEU events

The Annual Meeting will likely be Friday, April 15th. Tax day can be integrated into the theme of the meeting. Collecting for raffle prizes needs to start early. Kris Sollid has an excel spreadsheet listing contact information for various sponsors and items they have donated in the past.

The volunteer efforts weren't very successful last year. People didn't feel their time was well spent/compensated or they just didn't show up. Suggestions for getting and engaging volunteers included:

- Increase volume of communication with interns and members – develop a list of undergraduate and graduate programs in the area with contact information
- Host meetings where we can “Bring a friend” to get more engagement
- Position descriptions should be written to highlight skill sets to better match people's interest
- Follow-up with new faces after an event – handwritten thank you note or a phone call
- Share a “what-I-thought” testimonial on the website or social media or Potomac post after the event
- Go to joint class days for interns annually
- Create an alumni network in the area for volunteers
- Consider going to a winery for a board meeting
- Have a volunteer event in December
- Participate in a 5k fun run for members
- incentivize volunteers – give out vouchers (i.e. free coffee)
- DCMAND Volunteer T-shirts

6. Closing

DCMAND has space to do an informal happy hour at FNCE. We will not be coordinating with Maryland and Virginia. Maryland always has a big event for their members at FNCE and they are not interested in a joint event.

The timeframe of the DCMAND elections will be changed to match the AND elections – 2/1/16 to 2/21/16. Tricia Psota would like to have orientation for new members in June rather than waiting until August.

The Potluck will take place 9/16 – location TBD

Food Day Event – further discussion needed