

**EATING DISORDER COALITION OF IOWA (EDCI)
BOARD OF DIRECTORS MEETING MINUTES**

Date/Time/Location: September 2, 2022 @ 6:15am on Zoom

Present: Sara Schwatken, Melissa Arnold, Kathryn Wierda, Amy Studor, Julia Freeman, Kristy Reiken, Amy Crane, Suzanne Hull, Tanya Hargrave-Klein, Francesca Johnson

- Action Items: **Call to Order (Sara Schwatken)**
- Meeting was called to order at 6:17am
 - Quorum established
 - Motion to Approve Consent Agenda (i.e., Agenda, Minutes from August meeting, Treasurer’s report, written reports received) was made by Julie Freeman; seconded by Melissa Arnold. Motion Approved unanimously by Board.
 - Motion to approve professional member Emily Estes was made by Julia Freeman; seconded by Amy Studor.
Discussion: Dual licensed in Iowa and Nebraska; Kristy has worked with professionally.
Motion approved unanimously by Board.

- Verbal Reports: **Officer Reports**
- President (Sara Schwatken)**
- Nothing additional – see report in Dropbox; will be on vacation for 1.5 weeks, starting next Thursday
- President Elect (Melissa Arnold)**
- Nothing additional – Planning to send out fundraising email, when to send? Next Wednesday (Suzanne Hull)
- Secretary (Kathryn Wierda)**
- Nothing additional
- Treasurer (Amy Crane - see report)**
- Last month’s bank balance was \$61,621.24. The current bank balance is \$60,278.47
 - August 2022 Revenues = \$97.55
 - August 2022 Expenses = \$1,440.32
- Executive Director (Suzanne Hull)**
- Nothing additional

- Verbal Reports: **Committee Reports**
- Events (Sara Schwatken)**
- Continuing to work on February event – provided updates related to additional presenters (past Board members) at conference

Membership (Tanya Hargraves-Klein)

- What can EDCI offer members? Encouraged Board members to look at notes from recent committee meeting and offer additional thoughts/feedback.
Hoping to get organizations signed up – plan to launch January 1, 2023.

Education (Melissa Arnold)

- Plan to meet again as committee – move forward with strategic plan; brainstorm ideas for app related to educators

Support (Kathryn Wierda)

- Sara shared update from Kimmie's recent email – hope to have community event October 1st, Kimmie has been in communication with Brandi, and plans to post updates on Slack

Budget/Marketing/Fundraising (Tanya Hargraves-Klein)

- Amy has worked hard to use information from Quickbooks to guide us. Current fundraising \$1,225 (21 donors), 12% of \$1000 (Amy Crane donated an additional \$1000 during meeting making total \$2,225.61 at end of meeting).

Discussion:

Thrivent Fundraiser (Tanya Hargraves-Klein)

- Discussion: What can we do to get word out? What have people tried? Where do people need more support?
 - Suzanne doing a lot through social media; we don't have very good records of past EDCI members' contact information
 - Amy tried social media and sharing parts of her own story – asked husband to help amplify and get word out
 - Kathryn is reaching out to family network; can be hard if asking same people over and over again – can ask them to help you spread word rather than always being the ones to donate (Sara Schwatken)
 - Kristy posted on Facebook – no reaction from others. Suzanne discussed the “Facebook algorithm” and potential strategies (i.e., tagging specific individuals); can also create an “event” and invite friends (e.g., match within a match event). Kristy shared feedback from husband – feels like we are asking for several different things, what is our true/primary goal? Where is money going? What is text app goal/function? Could we increase clarity about goal? What would be helpful to hear? Money will go to ____? (Sara Schwatken). What is goal verses what is plan? (Kristy Reinken). Importance of making any needed modifications when sending out to your network groups (Sara Schwatken). Make sure fundraiser is still accurately represented (Suzanne Hull).

- Remember expectation of \$200 per Board member (Tanya Hargraves-Klein)
 - Amy and husband just finished match
 - Sara to do match at end of fundraiser
 - Founders to do match starting September 19
 - Melissa and husband open to doing match – maybe beginning of October? “Spotlight” from Melissa that can go in e-newsletters/social media? Video would be great.
- Plan to run fundraiser through November 1st
 - Suzanne demonstrated where to go on website to check who has donated
- Reach out to Budget Committee and/or Suzanne for additional support or editing

Volunteer Procedures (Kathryn Wierda)

- Kathryn shared recent volunteer situation that led to creation of guidelines; Kathryn went over document with Board.
Discussion: Where should document be stored? “Volunteer Handbook?” and “Procedures” folder for Board members – Kathryn to create two versions of document.
Document does not require vote.

Amy’s Gift Conference (Sara Schwatken)

- Who is going from Board? Complete form on Slack if wanting to volunteer at event; hotel covered for volunteers.
Plan for in person Board meeting after conference – make sure we have enough people attending for quorum; will send out RSVP.
Who can be at EDCI booth? Let Sara know.
Melissa to pick up stuff from storage and bring to conference.

Text App Discussion (Sara Schwatken)

- What do we want to get into the hands of caregivers? Providers? Etc.
 - Education committee to brainstorm resources for educators.
- What are we hoping text line is? What do we hope from community? How does this align with mission? Strategic plan?
 - Goal to increase accessibility/wider reach (Francesca Johnson)
 - More specific information and help eliminate “google search”
- Use of survey within App (Francesca Johnson)
Discussion: Potential idea of coding so app is more interactive and individuals get more specific information based on their responses.
 - Potential “choice” to take survey rather than automatic?
 - App is not assessment tool; potential concerns regarding legality/HIPPA

- Could see value of survey for caregivers; maybe flowchart or decision-making tree to help caregivers decide if loved one needs help
- Move conversation to Slack

New Business:

Next Board Meeting in Person

- October 8, 2022, 3:45 – 5pm, Isle Casino Hotel Bettendorf
1777 Isle Pkwy, Bettendorf, IA 52722

Adjourn:

A Motion to adjourn the August board meeting was made by Julia Freeman, seconded by Melissa Arnold. Motion Approved unanimously by Board. Meeting adjourned at 7:31AM.

Submitted respectfully by Kathryn Wierda, Secretary, on September 6, 2022