**EATING DISORDER COALITION OF IOWA (EDCI)**

**BOARD OF DIRECTORS MEETING MINUTES**

**Date/Time/Location:** January 06, 2023 @ 6:15AM on Zoom

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

Action Items: **Call to Order (Sara Schwatken)**

* + - Meeting was called to order at 6:18 am
    - Quorum established
    - Motion to Approve Consent Agenda (i.e., Agenda, Minutes from November meeting, Treasurer’s report, written reports received) was made by Kathryn Wierda; seconded by Julia Freeman. Motion Approved unanimously by Board.

Verbal Reports: **Officer Reports**

**President (Sara Schwatken)**

* Nothing additional – see report in Dropbox
* On vacation next month – Melissa to lead Board meeting

**Past President. (Kristy Reiken)**

* Nothing to report

**President Elect (Melissa Arnold)**

* Working to coordinate things with new volunteers; Upcoming presentation with Kathryn at Iowa Weight Loss Clinic; Continuing to work with Amy C. on Thrivent but seems to be larger undertaking than anticipated.

**Secretary (Kathryn Wierda)**

* Nothing additional to report

**Treasurer (Amy Crane)**

* Nothing additional to report

**Executive Director (Suzanne Hull)**

* Nothing additional to report

Verbal Reports: **Committee Reports**

**Events (Suzanne Hull)**

* Committee did not meet last month – working to get sponsorship for October event

**Membership (Sara Schwatken)**

* Shout out to Suzanne for getting 6 organizational memberships in the pipeline – an additional $10,000

**Education (Melissa Arnold)**

* Plan to meet next week or the following. Meeting with Stephanie Burroughs with Amy’s Gift – working with Denise Hamburger – there may be additional opportunities to get involved.

**Support (Kathryn Wierda)**

* Upcoming committee meeting scheduled for January 16, 2023 at 7pm

**Budget (Tanya Hargrave-Klein)**

* Committee met – consolidated November/December meeting; Working on “Thank Yous” from Thrivent Fundraiser; Tying ends together for Not a walk event; Getting ready to prepare budget for next fiscal year.
* Potential future idea – Have customers “round up” their total to donate to EDCI at grocery stores.

Discussion: **Not a Walk – Sponsorship solicitation (Sara Schwatken)**

* Focus on getting sponsorship as Board as this is an important part of being a Board member – goal $3000.00.
* Tips for solicitation (Suzanne & Tanya)
  + - * + Focus on “long-game” – asking for support verses just asking for money, build connections/relationships, think about personal connection with organization and who do they know? Research sponsors of similar organizations.
        + Importance of connecting with the right person and getting a warm introduction.

Call/email until you receive a response – always assume connection is not working.

Don’t take “no” without asking for more information

* See example of solicitation email in Dropbox and let person/organization know that you are going to continue to follow-up until you get in contact with them; Modify regarding what to say when on the phone.
* How to follow-up: Did you get email? Are you the right person? Do you have questions? When is a good time to contact you? In “no,” why? -budgeting, pricing structure, fit, find out giving priorities.
* Google largest employers in DSM (i.e., Green State Credit

Union, Casey’s, Athene) - Applied for donation/sponsorship

* Put application for Green State in Budget Folder (Dropbox) - can be used as a template.
* Find you how a company accepts requests
* Look at spreadsheet – Each Board member is encouraged to reach out to 5 organizations in order to work towards $3000.00 goal.
  + Target and similar companies can also be a good place to start as they have certain amounts they need to pledge/donate (Francesca).
  + Raygun can offer t-shirts; University of Iowa Bieda partnered with Raygun and created T-Shirt; May be similar opportunities for EDCI. Amy C. to follow up (Amy C.).

**EDAW Event (Sara Schwatken)**

* + - * We want to increase attendance/ticket sales for caregivers and/or anyone who wants to have an introduction to eating disorders (30 caregivers last year); Currently have 20 registered.

**Beta Testing of texted app (Sara/Francesca)**

* + - * Soft launch February 6 and planning for official launch EDAW.
      * Beta testing the month of January.
    - How many users do we think we will have? Differences in cost/work?
      * + Plan to scale and put additional work in on the front end.
    - Francesca to send out instruction to Board for Beta testing.
      * + Go through app and check for how it works; any revisions needed? Search key words – try a couple of key words from each of the 4 sections.
* Regarding budget, how much do we project for the cost of this? (Tanya)
* Capture a month at a time and project growth.
* Francesca to get Tanya pricing models.

**Values of EDCI – Frist Draft (Sara Schwatken)**

* Sara sent out first draft on Slack – Anyone can add to values sheet.
* Have any feedback/values added to spreadsheet by January 31st.

New Business: **Retreat Planning**

* Potential date of Friday June 2nd – Doodle/Google form to be sent out regarding potential date options.
* Email Sara with any other ideas regarding location.
* Suzanne to reach out to location in Resner, IA (last year’s location) to see if the data is available.

(additional) **Next Year**

* + - Start thinking about who you would ask to be on the Board (can have up to 14 on Board – currently 10).
    - Think about if you would like a leadership position for the coming year.
    - Let Sara know if leaving Board by March.

Adjourn: A Motion to adjourn the January Board meeting was made by Julia

Freeman, seconded by Melissa Arnold. Motion Approved unanimously by

Board. Meeting adjourned at 7:21 AM.

Submitted respectfully by Kathryn Wierda, Secretary, on January 15, 2023