



Board of Trustees Minutes

February 27, 2023

1:00 p.m. EST

In attendance: Kelle Marsalis, IOM, CCE; Stephanie Parton, IOM, CAE; Angie Whitcomb, IOM; Matt McCormick, IOM, CCE; Adrian Cain, IOM, CCE, CFRE; Erin Carter, IOM; Kate Conroy, IOM; Leo Cummings III, IOM; Josh Driskell, IOM; Ryan Evans, IOM; Mark Field, IOM, CCE; Henry Florsheim, IOM; Pammie Jimmar, IOM; Jack Lank, IOM; Susan O’Sullivan McGuire; Douglas O’Flaherty, IOM; Raymond P. Towle, IOM, CAE; Debra Zabloudil, FACHE; Karyn K. MacRae, IOM, CAE, CMP; Isabel Stone; Cici Francisco; Nathan Graham

- I. Welcome and Roll Call
Kelle Marsalis, IOM, CCE welcomed everyone to the meeting and roll was called.
- II. Approval of Minutes – October 25, 2022
Minutes from the October 25, 2022 meeting were approved with no changes.
- III. Approval of Nominating Committee Report
The nominating committee reports for the Board of Trustees, Curriculum Committee, and Winter Board of Regents were reviewed and approved.

2023 Board of Trustees

New Trustee

Josh Driskell, IOM

Vice President of Operations and Government Affairs
Broken Arrow Chamber of Commerce
Broken Arrow, OK
Term: Through 2024

Rotating Off

Lynn Olberding, IOM, CCE

Vice President of Economic Development
Metropolitan Milwaukee Chamber of Commerce/Milwaukee 7 Regional Partnership
Milwaukee, IW
Term: Through 2023

2023 Curriculum Committee

New Member

Rudy Flores, IOM

Executive Director
Lincoln Square Ravenswood Chamber of Commerce
Chicago, IL
Term: Through 2024

Rotating Off Committee

Josh Driskell, IOM

Vice President of Operations and Government Affairs
Broken Arrow Chamber of Commerce
Broken Arrow, OK
Term: Through 2023



2024 Winter Board of Regents

Executive Committee

Chair

Josh Driskell, IOM

Vice President of Operations and Government
Affairs

Broken Arrow Chamber of Commerce
Broken Arrow, OK
Term: 2023-2024

Vice Chair

Rudy Flores, IOM

Executive Director
Lincoln Square Ravenswood Chamber of Commerce
Chicago, IL
Term: 2023-2024

Past Chair

Lynn Olberding, IOM, CCE

Vice President of Economic Development
Metropolitan Milwaukee Chamber of
Commerce/Milwaukee 7 Regional Partnership
Milwaukee, WI
Term: 2023-2024

New Members

Gary Troutman, IOM

President and CEO
Hot Springs Chamber of Commerce
Hot Springs, AR
Term: 2023-2025

Tara Watson-Watkins, IOM

President and CEO
Lufkin/Angelina County Chamber of Commerce
Lufkin, TX
Term: 2023-2025

Term Renewals

Dexter Freeman II, IOM

Senior Director, Education Business Coalitions
UNITE-LA
Los Angeles, CA
Term: 2020-2025

Michael Johnson, IOM

President and CEO
National Stone, Sand, and Gravel Association
Alexandria, VA
Term: 2018-2025

Remaining on Board. No Action Required

Adrian Cain, IOM, CCE, CFRE

North Charleston, SC
Term: 2022-2024

Erin Carter, IOM

President
Denton Chamber of Commerce
Denton, TX
Term: 2017-2024

Meredith Rivers, IOM

Senior Director of Member Services
Chattanooga Area Chamber of Commerce
Chattanooga, TN
Term: 2022-2024

Kathi Roetter, IOM

Executive Director
Troy Area Chamber of Commerce
Troy, OH
Term: 2022-2024

Chris Romer, IOM

Executive Director
Vail Valley Partnership
Vail, CO
Term: 2022-2024



Rotating off Board

Kara Beer, IOM

President

Battle Creek Area Chamber of Commerce

Battle Creek, MI

Term: 2016-2023

IV. Staff Updates

The 2023 Winter Board of Regents was congratulated on a successful site and final numbers were shared (235/77). Staff recapped some of the changes implemented at Winter and shared that more improvements were coming for the summer. The group learned that the Villanova contract is still being reviewed. Staff confirmed that Midwest and Southeast will launch separately, should the Villanova contract not be finalized by mid-March. It was noted that all hotel blocks, including one for Northeast, are currently open.

Trustees learned about upcoming initiatives, including a general information session for prospective attendees, pre-site orientation for registered attendees, and an Institute podcast.

Information on the revamped scholarship process and application was shared, including a note about the DE&I focused question. Staff confirmed that the summer sites were in the process of deliberating.

Social media highlights were shared, including the new monthly themes, in which blogs, testimonials, and webinars will adhere to.

V. Chairman's Report

Kelle Marsalis, IOM, CCE once again congratulated the Winter board, led by Lynn Olberding, IOM, CCE, and shared her positive experience in Tucson.

VI. Discussion and Brainstorming

The Board of Trustees participated in a discussion and brainstorming session revolving around three main topics. Highlights from the discussion are included below.

Year-Round Industry Consultations and Mentorship

Southeast shared best practices from their site, including that they start the consultation/conversation prior to on-site arrival and continue it throughout the year, which has often turned into an organic "non-structured" mentorship.

Trustees agreed that offering year-round consultations is a great way to keep not only volunteers, but current attendees, engaged throughout the year.

Staff would manage on the back-end, reaching out to volunteers based on area of expertise.

A number of trustees committed to participating.



DE&I Efforts

Various ideas and recommendations were discussed, including, but not limited to partnering with ACCE and metro chambers, sponsoring an attendee from a minority organization, leveraging relationships and connections with local minority organizations, working with the National Black Chamber, sharing testimonials, etc.

The group was reminded that diversity comes in many forms, visual and non-visual.

Trustees reiterated the importance of diversity amongst faculty, volunteers, attendees, and staff.

The idea of a possible DE&I scholarship, as well as participation in the SPS program, was mentioned. A measurable goal still needs to be identified.

Fast-Tracking and Marketing

A general overview and history of fast-tracking was shared.

Trustees agree that the environment has changed and that more and more participants will choose a two-year track.

Staff and volunteers will be more proactive in marketing a two-year option, highlighting the benefits of building cohesive relationships at two sites.

The consensus was that fast-trackers should register together for the same section, when applicable.

It was shared that members of the Board of Trustees have an opportunity to serve as a main point of contact for fast-trackers.

VII. Looking Ahead

The 2023 summer registration goals were shared (first-years/overall):

- Midwest: 50/126
- Southeast: 82/230
- Northeast: 51/136

Trustees were encouraged to support the program by sending attendees, being cognizant of the smaller sites. Representation from the Midwest and Northeast sites shared updates.

VIII. Other Business and Adjournment

The board was reminded about the upcoming registration launch and everyone was encouraged to send and/or recruit at least one first-year in 2023. Excitement in being on-site in Madison in 14 weeks was shared.

There being no other business, the meeting was adjourned.

Next in-person meeting: October 17, 2023 in Washington, DC