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# ACLS BOARD MEETING <br> 12 December 2023-4:30 EST <br> MINUTES 

Present: Officers: George Hoelzeman (President), Martin de Sapio (Treasurer), Gale Francione (Secretary)
Members: Jay Hall Carpenter, Peggy Parker, Sarah Hempel Irani, Scott Parsons Liaisons Will Brocious, Marilyn Morgan,

## 1. Approval of November Minutes

Minutes approved. (Peggy/Jay)
GALE will post to the website.
2. Approval of Treasurer Report

Treasurer Report approved. (Jay/Peggy) Martin will create a year-end report and budget for the Board to review next month.

## 3. Committee Reports

Webinar (Marilyn) - The next webinar January 16 (always the third Tuesday of the month). The committee will meet this week.

Membership (Jay) - Memberships are slowly being renewed.
Survey - 24 responses, $45 \%$ of the members. - Jay shared results and briefed the Board. SARAH will send a digital copy. Next month the Board will discuss further and consider any possible strategies for increasing membership and member participation for 2024.

Finding/retaining members discussion. Ideas to pursue:
a. Mentorship matching old/new members. (Mentees get a break on membership dues?)
b. Can the board get access to the diocesan lists of consultants?

GEORGE will follow up with Rita at FDLC .
c. Schools of design, architecture, etc. are places to target. Catholic University, Wesley Seminary in DC, Pontifex U.(?) St. John's Collegeville, Southern Methodist in Dallas, Asbury Theological Seminary, Grand Canyon, were named as schools with degrees in arts and ministry. Faculty might be candidates for membership, as well as promising students. Something for 2024 discussion.

Martin noted that when a member renews by check, he receives the check and will send a notice to Jay, who will update their membership on the website.

Website (Will) - Will reported that the website is $95 \%$ complete. He walked the board through the tasks so far. Even when complete, there is more ongoing work to keep the site running well. Creating content, sharing with social media, etc. The Board expressed its thanks for all the work Will has done.
The web designer doesn't do SEO, which is needed in order for the Home page to come up in a Google search for ACLS. WILL will ask Cliff about if/how we can do this. MARTIN will send his photo to Will.

Newsletter (George) - The newsletter is on schedule. Still waiting on an article. WILL will talk to Shelley about finalizing it.
4. SWLC Issues - January 24-27, 2024

Booth management - The current plan is that those who attend will rotate through the booth for ACLS. Email George for ideas on the booth (handouts, banner, tabletop info, swag? A raffle?)

Sponsorship - GEORGE will email Martin to arrange payment for ACLS sponsorship. WILL can provide the image to George. The Board approved the payment of $\$ 200$.

ACLS meeting at SWLC - GEORGE will email the board and other members attending (Carol, Ken, Pam, Marilyn, Peggy) regarding a meeting in Oklahoma City. (dinner? other?)

GALE will contact Greg Davis regarding a stand-up board for ACLS promo.
5. Valpo (Gale) - Carol Frenning has agreed to do the presentations at Valparaiso's Institute of Liturgical Studies. Sarah can attend and set up the booth. GALE will send an introduction email to Carol and Sarah. When details of the program are announced, the Board will consider how they can assist Sarah in attending.
6. Other - Communications "Committee" - To meet after SWLC and the next Board meeting: GEORGE will email invitations to Scott, George, Will, Pam, Sarah. Will's report for the member's meeting may be a guide.
7. (For future agendas)
a. Discussion and implementation of ACLS survey.
b. Website having an RFQ page - Sarah
c. Schools of design, architecture, etc. as places to target for training and recruitment.

Adjourn - Sarah/Jay


Next meeting
January 9, 2024
4:30 EST 3:30 CST 1:30 PST

Respectfully submitted,
Gale Francione

Secretary

