A conference call via telephone and online webinar of the NACM Governance Committee was held on Wednesday, October 18, 2017 at 2:00 PM (EST). The meeting was called to order at 2:05 PM (EST) by Greg Lambard, Chair. The meeting proceeded as follows:

I. Roll Call and Introductions

The following committee members and guests were present:

- TJ BeMent
- Russell Brown
- Vicky Carlson
- Mark Dalton
- Paul DeLosh
- Julie Dybas
- Greg Lambard
- Jo Haynes
- Amy McDowell
- Rick Pierce
- Janet Reid (NCSC)
- Alyce Roberts
- Jeffrey Tsunekawa
- Ron Truss
- Angela VanSchoick

II. Review of Minutes

The minutes from the September 20, 2017 meeting were reviewed and approved as submitted.

III. Update on the Board’s Strategic Planning Discussion

Greg Lambard reviewed potential strategic planning projects that the Board discussed, which could be the responsibility of the Governance Committee. Those potential projects included:

- Engage State Association leaders (Assisting the State Association Committee)
- Assist in developing a membership survey
- Develop a State of the Profession Address
- Develop a communication strategy for advocacy efforts
- Develop “think tank” to give input on trending issues
- Create a toolkit for media engagement
- Create resolutions that reflect NACM’s goals
- Create whitepapers
- Collaborate with Partners
o Outreach on importance of the profession
o Review and discuss strategic planning priorities at each annual conference

The Board, through the efforts of TJ BeMent is still working on finalizing the projects for the year.

IV. Committee Workplan/Schedule

Greg noted that as soon as the strategic projects for the Governance Committee are finalized he will develop a committee workplan/schedule. The workplan/schedule will map out the activities of the committee so that those assigned tasks will have an indication of when work will be due.

V. The “Voice of the Profession” Continuing Discussion

The discussion on the “Voice of the Profession” was continued. The compiled notes from previous discussions were reworked into a document and organized around several questions:

- What does it matter what NACM has to say?
- What would our members use our pronouncements for?
- What are the different ways we communicate?
- What would NACM say?
- Who are we talking to?
- What is our plan to implement this?

The committee discussed the document and is in favor of moving forward with “exercising” NACM’s Voice. Russell Brown did offer a note of caution that in our field generally it is the judges who offer the official word on various subjects.

Preliminary action steps to implement the Voice were discussed:

- Finalize our statement on what the Voice is – Greg will work on this.
- Reinvigorate the National Agenda
- Create a State of Profession speech – A sub-committee has been designated for this.
- Listen, gather information
- Utilize partnerships to enhance our Voice
- Pick a topic and “exercise” our Voice
  - Prioritize topics?
  - How do we choose the topic?
  - Broadcast success or responsiveness to crisis
  - Use experience to guide future
- Develop resources for use by individual courts or members?
- Maybe highlight all available items on a particular topic?
VI. New/Other Business

No new business was brought forward.

VII. Adjourn

The meeting was adjourned at approximately 3:00 PM (EST). The next meeting of the committee will occur on November 15th at 2:00pm EST via telephone and web.

Respectfully Submitted:
Greg Lambard
Governance Committee Chair