



Fall Board Meeting Minutes

Atlanta, GA

September 29, 2017

In attendance: Vicky Carlson, Paul DeLosh, Will Simmons, T.J. BeMent, Scott Griffith, Jeff Chapple, Sarah Couture, Julie Dybas, Kathy Griffin, Greg Lambard, Dawn Palermo, Rick Pierce, Alyce Roberts, Jeffrey Tsunekawa, Jesse Rutledge, Jennifer Haire, Janet Reid, Patti Tobias.

Absent: Alfred Degrafinreid

Vicky opened the meeting and welcomed everyone at just after 8:30AM.

President's Report – Vicky Carlson

Plan for the day is to have normal board meeting this morning and talk about strategic plan in the afternoon. T.J. will facilitate discussion about projects we want to complete this year on Sunday.

President's Travel: So far, Vicky has attended CCJ/COSCA meeting in Philly. There are many business meetings vs. educational sessions. A separate brochure was handed out with activities for spouses and children. Years ago, NACM talked about doing more for guests, something to think about.

- a. Jeff Shorba from MN was appointed liaison for NACM.
 - b. Resolutions came out of the CCJ/COSCA Meeting for NACM to consider.
An additional item will be discussed in the membership report.
2. Report out on other conferences attended:
 - a. Vicky also attended National Association for Presiding Court Officers (NAPCO). Conference was well done and the educational sessions were very good. Patti mentioned NAPCO is discussing a liaison position for NACM.
 - b. Kathy attended the Conference of Appellate Court Clerks on behalf of NACM.
 - c. Vicky attended CTC and felt this was done very well. Plenaries were great. Education well done. Encourages people to watch videos.
3. There will be no presidents update this month since everyone is together now.

4. Officers call from August: During the call, the officers talked about many of the above items. 2017 COSCA white paper on Mental Health. 2018 Sustaining Rural Courts will be the White Paper. SJI & COSCA joining together for an Opioid Task Force. Vicky talked to COSCA president regarding including NACM on a Task Force. [Jesse mentioned that they are in the initial stages of forming committee, possible NACM invite coming.]
5. During the Officer's meeting Friday, the officers spent time talking about the budget. Last year, the officers did something similar and tried to provide recommendations to the board and will be doing so again. Also spent a lot of time discussing NACM partnerships. Some board meetings have a lot of guests. Trying to focus NACM dollars to the right priorities. A list has been created regarding the organizations being invited to meetings and whose meetings NACM will travel to. Officers are trying to strategically look at associations that have judges and court management. Discussion pointed to a focus on state associations, spend some time trying to get people into NACM. Vicky will forward to the board to see.
6. Discussed Grant adjustments to be made as well as trying to make the grants easier to manage in the future.
7. Approval of July 8 and 13 board minutes.
 - a. Kathy made motion, Julie seconded.
 - i. All in favor.
8. Post-Conference Report: Briefly went over the post-con report. Scott added that business meeting slides help provide structure to the business meeting. While it is critical to share what the organization is doing, it is also important to be mindful of how much time on agenda is spent on business stuff. There is a sense that few people are listening, because it is "what always has been done".
 - a. Perhaps National Center can inform how other associations doing? Have to have as part of agenda but careful about how do it. Is there a better way to impart information? Dawn: What if we just have highlights? Definitely worth exploring.
 - b. Jeff Chapple: Would opening reception benefit in Exhibits with Security? Wrapping up annual conference: Reviewed budget breakdown. Payout will be approx. \$20,000 to IACA from the surplus.
9. NACM/MSU MOU: Received email from Maureen Conner from MSU who is retiring. Because of this the criminal justice department is putting a moratorium on MOUs until the President reaches out. Good member benefit for future.

President-Elect's Report – Paul DeLosh

1. Working to finalize midyear agenda, which will be two full days in Orange County. The Conference App has been uploaded, please access to see

information. Schedule at a Glance: The Conference Development Committee is thinking of not providing the schedule if we have proper signage. The schedule at a glance gets sponsored. SAG costs \$2200, sponsorship is \$4300. Hopefully, this sponsorship money can be used elsewhere. Still looking at this. T.J. commented that it may be wise to have an APP Help Desk. Greg suggested taking 5 minutes at the beginning of the conference to show basic features.

- a. To address the problem of people calling and blocking rooms without registering for the conference, attendees will not receive the link to the hotel until after they register for the conference.
- b. Annual conference: working on theme, visited the Aquarium re: site for the social event. Lots of vendor opportunities to include a possible scavenger hunt.
- c. Fun Run: Kathy walked around yesterday, is not sure there is an option for a fun run here. Atlanta weird about events that don't have permits. May need to work on different options.

Vice President's Report – Will Simmons

1. **Finance:** T.J., Paul & Will met in Williamsburg to determine the budget and to meet with Wells Fargo advisors. Everything is in line. Will is looking to review the Finance Committee and its function. Vicky asked names to be sent to Will of any NACM non-board members who may be interested in serving. Paul questioned the rationale of Finance committee – Alyce agreed and stated there is not a lot of work to be done. Will agrees. Vicky suggested a Finance Committee on demand? This committee may be a good idea in theory but not in practice.
2. **State Associations:** hosted a call last month, where members discussed leadership retreat. The only concern which was heard was that people didn't think retreat long enough. Wanted more time to converse. How to make more interesting? Also discussed adding a "State Association Spotlight" in publications.
3. Vicky – Will mentioned having a way for NACM to acknowledge partners at conference. Great idea to implement – whether a screen flash or acknowledgement.
4. Jeff is reviewing dual memberships and Jeffrey is writing article for Court Express to raise awareness.
5. Will – final discussion was to determine how to get more participation from State Associations. Take 10 members of the team to see if can make a list of the correct contacts.

Secretary/Treasurer's Report – T.J. BeMent

1. Budget Update

- a. Budget materials in board book. Details are all there. Looking at a possible small surplus for 2017. Overall, conferences brought in higher revenue than expected in 2017.
 - b. 2018 Budget: looking at deficit of -\$124,000. Revenue has been estimated low, estimate expenses high. Hopefully washes a bit. Overall makeup of membership has not changed, and cities hosting conferences have been expensive. There are years that have a loss, 2018 will be one of those. Have \$13,000 in secondary account, investment of approx. \$500K. The \$13,000 account used to have \$200K. This has been due to losses. T.J. suggested moving the \$13,000 toward cost of the website overhaul and using as a down payment.
 - c. Best estimate to get into safety zone, T.J. estimated the board will need to make cuts or bring revenues up \$30,000. At any given time, NACM has had cash on hand. Over past 6 years, an average balance of \$140K in bank account in December. Bear in mind, there has been a wide range of conference attendance – 400 as low, high year of 900. Reviewed the budget summary.
 - d. Take away: mantra of recruit, retain and engage to aid budget.
 - e. Reviewed list of options distributed to the board to cut/increase: Officers recommend eliminating printed Court Manager, Reduce AV at Board Meetings, Reduce Photographer.
 - f. Greg motioned for a vote
 - i. all approved.
2. Revenue increases:
- a. Voluntary registration fees from board. Most people's organizations won't pay.
 - b. Vote on making midyear and annual registration voluntary
 - i. Most opposed, not approved.
 - c. Recouping speaker registration fees in SJI grant: maximize
 - i. Vote made, all in favor.
 - d. Increase sponsored sessions and sponsored events
 - i. Alyce motioned to proceed
 1. Greg seconded
 2. All in favor
 - ii. Kathy motioned to increase revenue through sponsored events
 1. Sarah second
 2. All voted to approve
 - e. Past presidents to pay registration fee? Scott talking to Past President's and getting input first. Started 5 years ago.

- f. SJI Grant summary: received for \$133K in 2017, prior to that the award has been closer to \$100K
- g. Going to request approximately the same amount in 2018. Hoping SJI will sponsor at this level. Write a second project grant for Webinars, website enhancements, and 1 printed guide (would have to be an SJI priority).
- h. T.J. made motion to approve 2018 budget with additions and subtractions made.
 - i. Scott 2nd
 - ii. All in favor.
 - 1. Budget passed.

Communications Committee Report – Alyce Roberts

- 1. Motion to adopt rate card on page 133. Look at winter and spring; re-evaluate for after these issues have been published.
 - a. Vicky made motion
 - i. Alyce seconded
 - ii. All in favor
- 2. Court Manager coming out. Tasha is working – has been receiving articles. Question about keeping columns and adding columns.
- 3. Need to determine where to place Court Manager. Is it a members only or open.
 - a. Dawn motion to put behind member wall.
 - i. All approved, no opposed.
- 4. Mellen Street proposal: move to all electronic. Remove print Court Manager add online.
 - a. Dawn motion to approve
 - i. Seconded by Paul.
 - ii. All in favor.
- 5. Annual Conference edition – will be electronic. What do you want in it? Mainly report out and a few articles. Do away with summaries. Add articles re: topics covered at conference. Board approved removing jury column. Be a regular Court Manager but include conference information. Will need to assign tasks ahead of time to help write on key items. Suggestion was made to ask speaker to write up a summary.
- 6. Is there going to be a state of the profession? Need to talk about. What will it look like? Committee needs more direction from the board.
- 7. 2018 guide – have ideas. Discussed whether it would need to be SJI priority? Possibilities: Disaster Recovery, Court Security and Business Continuity. Greg: Data companies that may be willing to sponsor. Some board members disagree with including advertisers in the NACM guides.
 - a. Motion for 2018 guide to be Plain Language

- i. Second by Paul.
 - ii. All in favor, none opposed.
- 8. 2018 Webinar – 1st one: Scott – what about Civil Justice Initiative. Patti T – immigration, CCJ/COSCA are holding on taking an action. Holding for that reason. Trauma Awareness – judge from annual conference did great job.
- 9. Ideas:
 - a. Domestic Violence Gide
 - b. JTC Projects/sponsorship
 - c. Trauma Awareness
 - d. Civil Justice Initiatives
 - i. Dawn made a motion to proceed with the above 4
 - 1. Kathy seconded.
 - 2. All in favor, none opposed.
- 10. Nov 29 webinar, plain language. Registration will go out soon.
- 11. Court Express – Jeffrey is new editor. Articles due November 20.
- 12. Website redesign: Jeffrey went through approach to website redesign – working with Janet and Roger Rand of Oregon (and his courts IT team). Has employed a lot of people with experience with websites and with consultant who did website review. Selected 5 vendors for bids. Focused on Mellen Street and Registered Creative, 2 other groups in Williamsburg mecca, but important to have company local because of face to face work. All submitted proposals. Cost ranged from \$6,800 - \$44,000. Scope ranged from 4 pages to 50 pages. Recommends Howell Creative Group to take on the website overhaul. Based in Williamsburg. References were great. Enormous amount of content on NACM site – plan to condense onto something quite a bit smaller. Critical to take step forward and deploy this. Cost \$27,400.
 - a. Need hourly rate for maintenance/technical assistance. More options out there.
 - b. Jeffrey made recommendation to accept proposal as presented.
 - i. Seconded and vote approved. None opposed.
 - c. Jeffrey suggested he attend the face to face meeting with Howell Creative.
 - i. Scott moved in favor
 - 1. Alyce seconded.
 - 2. All in favor, none opposed.

Governance Committee's Report – Greg Lambard

- 1. Working on Voice of the Profession, determining what that means.

Immediate Past President's Report – Scott Griffith

1. Surveys were sent to members going off the board. Scott will forward results to the board. One takeaway was a comment that Project Management Experience was needed for board members. Scott feels it is important to have survey, but nothing was a big surprise. Scott will ask past presidents to give some thought as to what is the value of doing the survey.
2. Patti, Vicky, Paul and Scott and a few others have been working to finalize agreement with CITOC to collaborate on getting technology assistance. JTC will be included. Trying to finalize agreement. Casey Kennedy president of CITOC, has the draft. NACM would give complimentary registration(s) to CITOC for NACM conferences. Casey does not think JTC should be a part of it. Nothing for board to do now. Heather Petitt will not assist with conference until the agreement is passed. Will come back to the board when ready.

Membership Committee's Report – Jeff Chapple

1. Linked in campaign has started. Onboarding campaign for new members will begin Nov 1. This will include 7 emails in a certain amount of time.
2. Membership rates: would like to remove e-member, change to first time member for \$75. Paul concerned about no guarantee. Help incentivize first time members. People currently e-member, will go to full members.
 - a. T.J. motioned to eliminate the e-member moving forward.
 - i. Alyce seconded.
 - ii. All in favor, none opposed.
 - iii. Motion carried.
 - b. First time member category was not voted on.
3. Will asked if students were worth pursuing. Jeff says opportunity for outreach. Jeff C says to keep this category.
4. Vicky wants to give COSCA members free membership for 2018 to strengthen partnership with COSCA and, hopefully, they will renew. Paul recommended that there should be some guidelines as to process.
 - a. Jeff made a motion to extend a complimentary one year membership to new COSCA member. Must be an understanding there is a marketing outreach associated with this.
 - i. Paul: concerned that there was no meat around the proposal. Vicky will write up and they can vote at next board meeting.
 - b. A new motion was made to approve a complimentary one year NACM membership for nonmembers of COSCA and any new COSCA members moving forward with the understanding of a marketing plan and onboarding plan will be created. Will work with COSCA liaison to see how this would work.
 - i. Jeff made motion

1. Scott seconded.
2. Jeffrey opposed, all others in favor.
5. Received dual partnership agreement from NCJFCJ in board book. Jeff has concerns about it. No consistency on time period for dual membership agreement. Committee would recommend 3-year term for dual membership. Consistent review and consistent contact. Decision made to keep dual member agreement regarding membership, partnership would be different conversation.

Core Committee Report – Kathy Griffin

1. Toolkits and self-help from the core will carryover from last year. Kathy received a quote from Registered Creative to move archived work from NACM Site to the CORE website.
 - a. Suggested to move to the CORE Committee page on the new NACM site.
 - i. T.J. suggests to let it go away but keep the content somewhere.
 - ii. Decision was made to archive outdated information on new website.
2. Regarding CORE presentations at conferences, the decision was made to get best speaker who will do the best job to present at conferences – not necessarily the author or committee members.

NCSC Report— Jesse Rutledge

1. Gave overview of things happening at the National Center
 - a. Trends Close Up – should receive in mail. Courts and Disaster Recovery. Will be on website as well.
 - b. Annual Publication – Trends in State Courts – in preview 2018. Accepting abstracts for articles until 10.13
 - c. Opioid Task Force – just constituting themselves now. Loretta Rush of Indiana and Deborah Taylor-Tate will chair. These chairs will be adding other committee members.
 - d. CTC – many sessions recorded – on website
 - e. Communications have started in NCSC Connected Community, Open Court Blog
 - f. Events coming up: Center for Judicial Ethics Bi-Annual Meeting, Digital Evidence Summit (2), Annual Rehnquist Award Dinner

Strategic Plan

1. Vicky gave an overview of history of current plan and last year's goals and the plan for the remainder of the board meeting. Tomorrow the goal is to review the strategic focus areas to see if they are still valid and if there are others to add to

the list. Strategic Plan recap identifies accomplishments from last year. Goal: put in small projects that can accomplish from year to year.

2. Governance Structure: Vicky presented an idea for the board to consider, which was an Education Committee. A lot of talk has occurred as to whether should pull together more strategically education components: conference, webinar, guides.
 - a. Dawn thinks would be helpful for webinars to give other volunteer opportunities. Biggest value is education. Education could be more of a structured thought-provoking process. Look at COSCA and how they determine white paper. Does conference development committee get to the purpose of the association. Decision to create education committee and then create subcommittees: webinars, guides,
 - b. What would education committee do? Look more strategically as to what education should be – determine key themes as to what should be covered. Committee could work with Education Consultant to help sort topics out. Survey results, what do they want to know about? Look at guides – look at trends to give guidance on what education should be.
 - c. If pull away from Communications, what is their role? Court Manager, Court Express. Facilitate webinar logistics. Website, social media, surveys.
 - d. Education Committee would bring to board, board decides. Education Committee defines topic and recommends speakers, communications deals with marketing and logistics. (Guide & Webinar). Communications is outreach. Log ideas as to speakers.
 - e. Chair establishes subcommittee to make this happen. Start July 1, 2018 with this. CORE would move under education(?). Subcommittee need strong leadership. Joint call with conference development and communications. Is it too much to do conference development and webinars/guides. Subcommittee chairs would have to be strong to manage work. Different ways to design subcommittees. Guides, webinar and conference programming would have to be all together. Strategic ways of topics building on each other. Don't have to rely on board members to chair subcommittees.
3. Take away finance from vice chair and give to Secretary Treasurer. Vice Chair to take on Education. Identify non-board members to assist.
4. It was determined that a bylaw change is not needed rename conference development to education. This committee could determine subcommittees.

5. Alyce: bylaws indicate board can discharge a standing committee based on 2/3 vote of board. Standing committees have to be reviewed and have goals each year.
6. Motion to change conference development to education committee. Asked to table and map out tomorrow. Also re: removing finance committee making an ad hoc committee. Scott: get through tomorrow and get to next board call to have written proposal to react to.
7. T.J. gave overview about Sunday's meeting. Requested board review strategic focuses and review strategies and activities to determine if major goals are still in play.

There being no further business, the meeting adjourned.