Friday, April 17, 2020

I. Call to Order

The meeting was called to order at 10:00 a.m. Roll call was confirmed verbally as the meeting was held by video conference. There was 100% of the board members in attendance as well as staff and guest Sarah Pollo, ILG’s communication consultant.

II. Welcome, Roll Call and Presentations

Rod thanked Michele Bagneris for her service as the Board chair from 2018-2019. The board has sent a commemorative plaque with their appreciation.

III. Consent Calendar

Board Meeting Minutes
Hal moved to accept the January 2020 board meeting minutes. Hilary seconded. All in favor. Motion approved.

Communications Consultant
The board was introduced to ILG’s new communications consultant, Sarah Pollo. Erica highlighted ILG’s contract with Sarah and the deliverables expected in accord with the Strategic Plan.

IV. Information Items

COVID-19 Verbal Update
ILG’s strategy in the COVID-19 pandemic response was discussed. Some details were highlighted

- Each pillar’s specific response to the ongoing situation;
- Webinars, newsletters, and a dedicated webpage being used as information vehicles with record breaking responses; and
- Entire staff instructed to shelter from home and continue to work remotely.

A number of board members mentioned there is an opportunity to direct focused attention on the situation with how-to, or lessons learned, resources. Resources that can help cities and agencies understand current situation and plan for the future.

Erica assured the board that the Leadership and Governance pillar was well positioned to tackle that work, but the need to secure funds for the work was paramount.
Staff Reports
The Board received written pillar updates in the agenda packet. There were no questions posed by the Board members on those reports.

Strategic Plan - Verbal Updates
The Board was updated on the staff’s progress in implementing the strategic plan. There were no questions posed by the Board members.

V. Finance

February Financials
Neil reviewed the February financials presented in the board agenda packet. Jim motioned to accept. Pat seconded. All in favor. Motion approved.

2019 Audit
The 2019 audit will be completely electronic and got underway on April 15th.

VI. Committee Reports

Executive
The Executive Committee met in person and by telephone at the annual Executive Retreat on March 6th. The standing committee chairs were invited.

Governance
The Governance Committee met on March 31st via conference call. The committee updated the board on current work.

- Orientation with new board member Monica Davis was completed;
- Arrangements for Dallin’s orientation will be made before the next board meeting in August; and
- An At Large board seat is vacant and the committee is accepting nominations.

Advancement
The Advancement Committee met on April 1st via conference call. The Committee discussed changes to the partner program and coordination with the Marketing Committee with regard to the 2020 events outlined in the strategic plan.

Marketing
The Marketing Committee met for their first meeting on April 1st via conference call. The Committee discussed possible changes to the partner program and the opportunity to work with the Advancement Committee on the 2020 events outlined in the strategic plan with regard to the current COVID-19 restrictions.

There were no questions for the committees.
VII. Administration

2020 Marketing Strategy
Erica introduced Sarah to the board and outlined the contract deliverables:
- Support day-to-day communications;
- Increase ILG’s visibility; and
- Promote the 65th anniversary.

Sarah addressed the board with metrics on efforts so far. Focus was directed to the large attendance to the ILG webinars. Randi Johl expressed the need for ILG to continue to monitor other industry webinars so it can present fresh content.

65th Anniversary Options
After summarizing the options for ILG’s 65th anniversary the board discussed the appropriateness of a “celebration” in the current COVID-19 climate. Many board members felt it was tone deaf to celebrate, but agreed that subtle reminders that ILG is here and working would be good messaging. After hearing all the comments Rod proposed a motion that the 65th celebration should be shelved and staff time and resources be used to advance work in addressing the current COVID-19 situation.

Teresa motioned to accept.
Hal seconded. All in favor. Motion approved.

Board Questionnaire
The link to the board questionnaire will be going out in May. Each board member is encouraged to respond.

Board Giving
Hilary commended the board for continuing to be 100% giving. The impact of that is felt when ILG applies for grants and shows the board’s commitment to ILG. The Advancement Committee would like the board to take the next step in considering the amount of individual donations. The Committee would like to develop some giving guidelines for the future. The Committee will:
- Look at ILG’s historical giving;
- Examine giving models of other organizations; and
- Present findings and ideas to the board.

Richard, Advancement Committee Chair, will be sending out a giving reminder along with the request to give to unrestricted funds rather than the ILG endowment.

VIII. Additional Updates

The Board had no further topics to discuss or questions for staff. ILG staff, with the exception of Erica, were dismissed for the executive session.
IX. Executive Session – CLOSED SESSION

X. Adjourn
The meeting was adjourned at 12:30 p.m.

Approved July 16, 2020