

IRAA Board Monthly Meeting Agenda

September 14, 2020 at 7 p.m.

Called to Order at 7:03pm

Present: Ray, Cienna, Nicole, Kevin, Shanda, Lori

Absent: Dottie, Angel

- **Ice Breaker**
 - First to do after the quarantine is over

- **Website, Social Media, and Blogs (PR Secretary)**
 - Website
 - Application updated with prices for pins and shirts
 - Cienna's Bio updated
 - CafePress direct link added
 - Youtube channel added
 - Current meeting minutes added
 - Nicole will email Jason the sept newsletter and meeting minutes next week
 - Social Media
 - Facebook ad review
 - Cost \$8 for 5 days
 - Reached 703 people
 - Demographics
 - ~44% of people reached were from Illinois
 - Mainly women ages 18-45
 - 5 event responses
 - Invite people to our posted events
 - Other Social Medias
 - Blogs/Vlogs
 - [Sign up](#)
 - Due by the 15th of each month
 - Cienna for september Vlog
 - Other
 - Share post for upcoming events and conference projects
 - Quilt, Mock Interviews, Food drive and HST Zoom

- **Headquarters Updates (AAB Rep)**

- Meeting this week
- Announcement for Catalyst 21 coming in the next couple weeks
- Hard lockdown at HQ
- **Treasurer's Report (Treasurer)**
 - [September 2020](#)
- **Membership, Branding, & Merchandise**
 - Merchandise
 - Branding
 - Penny For your Thoughts Newsletter: September Edition
 - Great feedback from last edition
 - Angel to be alum spotlight
 - Will be done by the end of the week
 - Member Engagement
 - Program/seminars
 - HST Zooms (Nicole)
 - Will take place on the IRAA Zoom account, recorded then posted on YouTube
 - Theme 2 - September 25, 2020 at 7pm
 - Susan Edwards as guest facilitator
 - Cafepress gift
 - Topic: How will the ever changing Environments affect future Generations and the surroundings around them?
 - Talk about more
 - Share on Facebook
 - Invite friends to the event
 - Satellite Socials (District Reps)
 - November 19th 6-8pm
 - November 20th 7-9pm
 - Scavengerhunt, Kahoots, Would you rather, never have i ever, Alphabet challenge
 - Gift cards for scavenger hunt and Kahoots(4)
- **Old Business**
 - IL Regional Leadership Conference October 9-11, 2020
 - Mock interviews and virtual food drive approved
 - On the schedule

- \$50 per Chapter- free for IRAA
- Food drive announce on Saturday evening
- Steve Schroder Memorial Quilt
 - When is the drawing
 - October 10th evening
 - PR push-Facebook ad
 - Next week for 5 days
- Ray will email out all the conference info
- HQ's Virtual 5k
 - Join Team IRAA!!!
- **New Business**
 - IRAA pins to International Officers and Blake Ellis and Susan Edwards*
 - Motion by Ray
 - second by Shanda
 - passed
 - Standing policy for Cafepress gift for anyone that helps for our events
 - Motion by Kevin
 - Second by Nicole
 - Passed
 - Guess the baby
 - Send baby pictures to Nicole asap
 - Nicole will email the IRAA members to get more people involved
 - Pin to the winner
- **Next meeting**
 - October 5, 2020 at 7pm(Monday)

Adjourned at 8:10pm