

## IRAA Board Monthly Meeting Agenda

August 13, 2020 at 8 p.m.

Called to Order at 8:22 p.m.

Present: Ray, Kevin, Nicole, Angel

Absent: Shanda, Dottie, Cienna, Lori

- **Ice Breaker**
  - What is your favorite movie?
  
- **Website, Social Media, and Blogs (PR Secretary)**
  - Website
    - Errors corrected
    - Needed - Cienna's bio
    - To be added soon - CafePress store
    - View [website](#) - anything else to add/change?
  - Social Media
    - Facebook ad review (free trial)
      - Reached 933 people
      - Demographics
        - ~45% of people reached were from Illinois
        - ~79% of people were women
        - 5 event responses
    - Invite people to our posted events
    - Watch the number of posts per day
    - Other Social Medias
      - Twitter?
      - Instagram?
  - Blogs/Vlogs
    - [Sign up](#)
    - Due by the 15th of each month
  - Other
    - ASK IRAA Updates - completed and posted
    - IRAA Photo Montage Update - completed and posted
  
- **Headquarters Updates (AAB Rep)**
  - HQ still on lockdown

- **Treasurer's Report (Treasurer)**
    - [August 2020](#)
  
  - **Membership, Branding, & Merchandise**
    - Merchandise
      - IRAA pins are in stock and for sale
        - Send a complimentary pin to Lori Garret, Adrienne Barkely Giffin, and Shannon Hernandez (Kevin)
        - Add pins to the IRAA application
      - [CafePress](#) Update (Kevin)
    - Member Engagement
      - Program/seminars
        - HST Zooms (Nicole)
          - Will take place on the IRAA Zoom account, recorded then posted on YouTube
          - Theme 1 - August 28, 2020 at 7pm
            - Barbara Wolf-Ebert as guest facilitator
              - Gift for her being a guest facilitator off CafePress
            - Boost event on facebook
              - passed
            - Invite friends to the event
          - Theme 2 - October 23, 2020 at 7pm
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- **Old Business**
  - Name tags
    - Put on hold due to lack of in person events this year
  - IL Regional Leadership Conference October 9-11, 2020
    - [Mock Interviews](#) additional help needed to set up (Nicole)
    - Virtual Food Drive
      - IRAA to donate to Food Drive for Awards
        - passed
    - Kristin thanked us for region gift
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- **New Business**
  - Virtual 5k in September
    - Register or donate under "Team IRAA"
    - IRAA fund to donate to team\* (Kevin)
      - \$100 to our team

- passed
- New policy: Changing passwords with each new IRAA president\*
  - passed
- [“Penny for Your Thoughts”](#) Newsletter
- Michigan Region Alumni Association invite to participate in out of state mentorship program
  - On hold - may be an AAB event
- **Next meeting**
  - September 10, 2020 at 8pm

Adjourned at 9:33 p.m.