



**PDA Board of Directors Meeting by Zoom Conference Call
January 12, 2021, 9:00 – 11:30 a.m. EST
Meeting Minutes**

Color Key: ACTION ITEMS highlighted in Yellow. VOTES highlighted in Turquoise. FUTURE meetings and agenda items

In Attendance: (X = present)

X	Kelly Gfroerer <i>Executive Director</i>	X	Jody Malterre <i>Co-Chair</i>	X	Ari Hurtado-Molina <i>Co-Chair</i>
X	Nuria Rodriguez <i>Director (Joined at</i>			X	Lois Ingber <i>Secretary (non-voting officer)</i>
X	Gloria Cleve <i>Director</i>	X	Yogi Patel <i>Director</i>	X	Suzie Bohm <i>Treasurer (non-voting officer) (until 10:00 a.m.)</i>
X	Jane Nelsen <i>Founder</i>		Lynn Lott <i>Founder (partial attendance)</i>	X	Brad Ainge <i>Consultant</i>

The meeting was called to order at 9:00 a.m. EST
Compliments and appreciations were shared, and a warm-up activity was facilitated by Jody Malterre.

1. **Financial Report.** Suzie reported the PDA benefited from the first Payroll Protection Plan and will apply for the next one. The finance committee will be meeting to prepare the 2021 budget. Kelly proposed and the BOD unanimously approved as an addendum to raising the core workshop fees (to \$399 early and \$450 regular). To support the growth of the PDA, Suzie recommends having outside advisors who have business, fund management, finance, tax or other financial expertise.

- a. **Scholarship Increase: \$275 vs \$299.** The increase in workshop fees shifted the scholarship amount from \$100 to \$124. Kelly recommended to keep the scholarship amount the same worldwide. Unanimous agreement to keep the participant amount at \$100 for 2021. Dina’s end of year fundraising event resulted in \$3000 toward scholarships.
- b. **Foreign Publishing Agreements.** The publishing agreement with Le Toucan has been re-signed.

2. Membership.

- a. **Analytics of Membership Renewals.** Kelly conducted a review of membership renewals. **To be discussed further.**
- b. **Membership Renewal Reminder and Confirmation.** The reminder system for membership renewals is being updated. Is the PDA is missing out on increased membership because many participants offered the free one-year membership are not opting in. Other possibilities for retention were brainstormed. **ACTION ITEM: Kelly will reach out to Trainers to remind them of the importance of emphasizing the free membership, and to make time at the end of workshops for opting in, in addition to completing the evaluation.**
- c. **Speaker Series as a Member Benefit.** The BOD is considering offering outside speakers as a member benefit. **To be discussed further.**
- d. **Membership Survey.** Dr. Curlette is creating a report from the data. There were nearly 900 respondents. Responses will be separated by country. **To be discussed further at the February meeting.**

3. Events

- a. **2021/2022 Conferences and Think Tanks**
 - 1) **February, 2021 TT online.** Registrations to date for Madrid TT are 204. Ari and Nuria will do the opening presentation in Spanish.
 - 2) **San Diego, 2021 TT.** Due to concerns by the hotel, it is uncertain if this will be in-person or virtual. It is still possible to do a summer online Conference. Kelly is obtaining planner input.
 - 3) **Colombia 2021 TT.** This was supposed to be Nov., 2021, however there is a request to move it to Nov., 2022.
 - 4) **Atlanta, 2022 TT.** The hotel is currently closed but is still planning for in-person in 2022.
- b. **Online Store Update.** BOD will provide input on items.

4. Trainings

- a. **EPW, KJR, Art of Facilitation Trainer Certification.** There are questions about the certification criteria for training others. The basic process is: take the workshop, do the applied practice, then qualify to be certified. Equivalent field experience can be a factor. Many Trainers want to teach certification workshops vs. classes. The number of classes offered in the specialty area can also be a factor. All programs could benefit from increased field experience. Add-ons can be individualized. **An agreement was made that classes in the specialty area will be required to re-certify as a Trainer in that area;** in general, at least 3, 12-hour segments (total 36 hrs.) would be the minimum. Marketing of parenting classes can be enhanced to support this. **ACTION ITEM: Kelly will create a spreadsheet to review with workshop developers. To be discussed further.**
- b. **ECE Requirements (for ACT and Trainer add-on).** **Deferred**
- c. **ACT.** All listed below are currently being planned.
 - 1) **Korea**
 - 2) **Atlanta**
 - 3) **Spanish**
 - 4) **Chinese**

5. Board of Directors

- a. **Board Handbook and On-Boarding Documents.** Jody is helping prepare these documents to assist with on-boarding of Directors and Advisors.
- b. **Board structure: Advisors.**
 - 1) **Research.** Dr. Curlette offered to serve as a research advisor to the BOD.
 - 2) **Equity Advisor.** Description of position to be created.
 - 3) **Other: HR, legal, etc.**
- c. **Dates to meet for substitution of in-person BOD meeting.** Dates were determined as follows:

Feb. 9: Regular Meeting

Feb. 23: Add-on

Feb. 24: Add-on

March 9: (No meeting)

March 16: Regular meeting

- 6. **Other.** The BOD and staff will participate in an equity assessment and education program in February.

7. Closing appreciations and comments.

The meeting was adjourned at 11:30 a.m. EST.

Upcoming Meetings: 2021 Meeting Dates

2nd Tuesday from 9:00 - 11:30 a.m. EST:

Feb. 9, 2021

Mar. 16, 2021 (*changed from March 9 due to spring break in Atlanta),

April 13, 2021

May 11, 2021

June 8, 2021 (*possibly*)

July 13, 2021

Aug. 10, 2021

Sept. 14, 2021

Oct. 12, 2021

Nov. 9, 2021

Dec. 14, 2021

Electronic votes since Dec. 8, 2020 meeting:

1/3/21: Approval of Dec. 8, 2020 meeting minutes (Jody, Nuria, Yogi, Gloria, Ari)

Respectfully submitted by
Lois Ingber, Secretary