

PDA Board of Directors Meeting: via Zoom Conference Call
March 15, 2022, 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	Solenne Roland-Riche <i>Director</i> <i>(Joined at 9:15 a.m.)</i>	X	Nuria Rodriguez Font <i>Co-Chair</i>
X	Suzie Bohm <i>Treasurer (non-voting officer -until 10:00 a.m.)</i>	X	Jody Malterre <i>Co-Chair</i>	X	Gloria Cleve <i>Director</i>
X	Lois Ingber <i>Secretary (non-voting officer)</i>	X	Judy Wu <i>Director</i> <i>(Joined at 9:50 a.m.)</i>		Esmat Lamei <i>Director</i>
X	Omneya Askar <i>Director</i>	X	Aisha Pope <i>Director</i>	X	Vanessa Zablah <i>Director (joined at 10:05)</i>
X	Brad Ainge <i>Consultant</i>	X	Jane Nelsen <i>Founder</i>		Lynn Lott <i>Founder</i>
	Ari Hurtado <i>Advisor</i>	X	Yogi Patel <i>Advisor (9:30 - 9:45 a.m.)</i>	X	LaTysa Flowers <i>Advisor (9:45 – 9:55 a.m.)</i>

The meeting was called to order at 9:00 a.m. EST.
 Compliments and appreciations were shared.

Opening Activity. Jody led an activity for BOD members to share their wishes for the BOD.

Vote on the February Board Minutes. Gloria moved and Nuria seconded that the February, 2022 meeting minutes be approved as submitted. A majority of those present approved.

1. **Treasurer Update.** Suzie is preparing the tax return schedules for the CPA. The Workers Comp audit was completed, and the organization received a refund. Suzie will research if the PDA qualifies for a COVID-related payroll tax credit.
2. **Events.**
 - a. **May PDA and NASAP Conference.** There are separate registrations for the PDA Conference and NASAP, and NASAP will give a discount for attending the full conference. Members can register using their member ID number. Marketing ideas shared.
 - b. **Netherlands TT.** The survey results showed a majority of respondents do not plan to attend. Translation would be needed for about 100. Pros and cons were shared for both proceeding and canceling. More research will be done regarding logistics and cost/benefit while waiting for ICASSI to make a decision later in the month re: cancelation.

c. **Fall, 2022 Online Think Tank.** Survey feedback also indicated need for an online TT for fall.

3. **Board Advisor Updates.** Yogi reported they worked with AMS to obtain professional development hours for attending PDC, EPW, ECE. Empowering People and the PDA contributed to hold a training in India in a school that was able to meet with students in Egypt, Philliphines and Thailand. They did the T-shirt activity for connection and learned English together using Compliments, and Bugs and Wishes. A PDC is being planned in Kenya. Yogi stated flexibility is needed for cultural etiquette, having the whole family present during sessions, and for unforeseen circumstances and disruptions.

LaTysa reported on Cultural Responsiveness and Outreach. She is working on connecting with the YMCA as an international organization for increased inclusiveness for African Americans. There are subsidies for childcare services, and Aisha and Yogi provided an ECE for the Preschool Directors. There were three males in the class including one African American along with multi-language speakers. Yogi will provide an EPW. LaTysa hopes to bring PD into Headstart, a preschool organization.

4. **Research Update.**

- a. **Journal of Individual Psychology Special Issue Update.** This special issue is exclusively on Positive Discipline. Kelly Gfroerer is the Guest Special Editor.
- b. **Parenting Class Research.** Dr. Bill Curlette and Kelly Gfroerer are working on an instrument as a pre-post survey with questions related to parenting.

5. **Program Development.**

- a. **AFPD Pricing and Marketing.** Follow up discussion from the February, 2022 meeting regarding different pricing structures. The challenge is creating opportunities for access for those who need lower pricing. For now the price will stay the same, by region. **To be discussed further.**
- b. **Marketing with PDA Lists.** Participants in some mentor groups have received unsolicited marketing, and some Trainers and Educators have used their rosters for unrelated marketing. This is illegal in France, and perhaps in all of Europe. Discussed the ethical use of lists, and that there are grey areas. Suggested solutions: use rosters for PD information only; consider the effects on the PD brand; the Trainer mentor group can address this; post a message on the listserve; create a policy and share at the end of workshops and ACT; provide an “opt-in” option to participants. **ACTION ITEM: A policy will be created and shared out.**

Upcoming Conferences and Think Tank, 2022

- *May 26, 2022 Conference in collaboration with NASAP in Washington, DC/ Northern VA (English) Registration open*
- *July, 2022 Think Tank in collaboration with ICASSI event in the Netherlands – may be rescheduled due to COVID, contract signed*
- *Fall, 2022 Online Think Tank*
 - *Think Tank and Conference, San Diego, United States: Summer 2023*
 - *Think Tank and Conference 2024 – Dallas, TX*

Board of Directors online Zoom meetings are the 2nd Tuesday from 9:00 – 11:30 EST.

Upcoming Board Meeting dates 2022:

April 12, 2022
May 10, 2022
June 14, 2022
July 12, 2022
Aug. 9, 2022
Sept. 13, 2022
Oct. 11, 2022
Nov. 8, 2022
Dec. 13, 2022

Respectfully submitted by

Lois Ingber, Secretary