**NEST BOARD Meeting**

**July 16, 2020**

**Present:** Jim Brule, Cris Riedel, Deb Roe, Linda Schuyler Ford, Lynn Schweikart, Chris Donnald, Rona Leventhal, Mike Lockett (Arrived 3:18)

**Meeting Start:** 3:06PM

**Call to Order**

**Motion to Approve Minutes: Approved (5)** Motion by Cris, Seconded by Jim

**Motion to Approve Board Reports: Approved(5)** Motion by Cris, Seconded by Linda

**Executive Director Report:**

Deb talked about the contract with the hotel for STF 2021. We have sent back our request and are waiting for the hotel to respond. Deb asked that the total deposit from both 2020 and 2021 of $6000 be added to the contract. Discussion to put information on the website for plans for 2021 and promote the conference while holding off on registration for as long as possible. Deb discussed the possible addition of book promotion section of website. Brought up the inclusion of a disclaimer as an important addition to the page because not all books are a reflection of NEST’s views and mission. NEST does not want to endorse the books just add a service for it’s members. The Board brainstormed how to handle which books will be allowed on the site based on the reflections of the organization’s mission. The Board suggested adding specific categories to the page and also asking those that want to submit if their book relates to the mission of NEST. Then Deb discussed the issues with Neon CRM, specifically its gateway, NeonPay. They refused to refund their processing fees for refunds made by NEST. Finally, the company agreed to refund the fees for refunds issued because of Covid 19. Switching from NEON to a different CRM System is a complicated process because there are few other systems that offer the same functionality for the price. Deb and Chris Donnald are researching possibilities.

**President’s Report:**

Lynn discussed what she thinks NEST should be focused on short-term going forward. Would like to take some time at the next meeting to talk about member diversification. Would like to move from a committee model to a task-oriented structure. Discussion about the re-invigorating social media. Brought up how the blog could be used to promote the virtual guild. Mike brought up using iMovie or video software to create short videos or stories of board members. Rona brought up the possibility of a digest email on the listserv for the blog and other content such as the one sent out for weekly NEST events. Lynn brought up starting to think about creating a contingency plan if an in-person 2021 STF is not possible. Lynn also discussed creating a task force for STF 2022. Lynn wants to head up the task force as it will be in NH and feels having locals in charge is important.

**November Event:**

Lynn brought up the plans for the November virtual meeting and whether it will be held. Discussion around not having it based on “Zoom-fatigue”. Cris brought up the option of the Virtual Guild in November as a place for everyone to come in and tell stories without commentary. Jim mentioned opening the WVSG membership requirement for one time to help with outreach. Deb discusses how this is a huge opportunity that we don’t normally have to promote Storytelling to a wider audience. Linda suggested marketing the event as a “Tellebration” to help distinguish from all of the other Zoom performances going on during these times. Rona asked about how NEST would decide which performers will be selected to perform. Lynn suggested allowing the guilds to decide. Discussion followed. The Board also discussed what types of programming should be included: workshops, swaps, panels, performances, and others being mentioned. Rona discussed the idea of charging a small fee to attend the November event to bring in some funds. Deb suggested collecting donations and possibly splitting the pot evenly between all presenters. NEST could make money by having sponsorships. Deb, Linda, Jim and Lynn will put together an outline of what the November event would look like.

**NEST Educators:**

Jim said that the NEST Educators have met twice and have made some progress towards restructuring the group as a working guild. There are nine people on the committee and they will come up with a proposal in the next month to decide what to do regarding the NEST Educators. Linda brought up the possibility of charging an application fee to have workshops be endorsed by NEST. Jim responded that it is very difficult to make decisions on which workshops to endorse and probably something NEST doesn’t want to get into. However, we could do something similar to what we’re doing with the book page and provide a space to advertise the workshops.

Next Meeting: August 20 at 3PM

Meeting Adjourned: 4:48pm