



NASTRA BOARD MEETING **1/9/2024**

Attendees

Dale Hire, Barb Culligan, Anne Elizabeth, Teddy Dinker, Carol Murdock, Leslie Eggleston

Scribe

Ervin Besana

Agenda

New Business

- *Financial Report*
- *Website Launch Discussion*
- *Events Committee Report*
- *Membership Report*
- *Partnership Discussion*

New Business

- **Financial Report - Dale**

- Assets - \$52,213.86 (Pinnacle) \$349 (Paypal) \$52,563.10 (total)
- Income
 - Members - \$60 (monthly)
 - Members - \$119 (annual)
 - Friends - \$110 (monthly)
 - Total - \$289
- Expenses
 - Zoom bill: \$107.08 (unexplained extra \$95)
 - Google Suites website fee: \$59
 - AffiniPay/Wild Apricot: \$140
 - MailChimp fee: \$21.85
 - Renewal of annual membership in Nashville Convention and Visitors Bureau: \$1,046.26.
 - Total - \$1,374.91
 - **Action Item:** *Ervin to research the extra \$95 charge*

- **Website Launch Discussion**

- The Board discussed the launch of the website. The aim launch date is January 20th. The board is open for article submission once the website is launched
 - **Action Item:** *Finalize website launch details and ensure all questions are addressed by January 20*
 - **Action Item:** *Schedule a Zoom call with Ervin, Ashley, and others to discuss the website upload process.*
 - **Action Item:** *Leslie to provide a finalized article on potential regulatory changes*

- **Events Committee Report**

- The Board discussed 2 events that will happen in February and March. Location is TBD and specific dates are TBD too. The February event is in collaboration with the Police department and the one in March is a networking event.

Action Item for the Nastra Night with the Police Department

- **Action Item:** *Barb to reach out to Colonel Burke to discuss potential dates and arrangements for the Nastra night with the police.*
- **Action Item:** *Further explore and develop the proposal for a certification process, considering educational content and police involvement.*
- **Action Item:** *Explore collaboration opportunities with Homeowners Associations to*

enhance community safety.

- **Action Item:** *Coordinate with potential sponsors for both the police event and other Nastra events.*
- **Action Item:** *Coordination with Leslie and Carol to finalize details for the mass signing event and Nastra night with the police.*
- **Action Item:** *Carol to reach out to potential notaries to discuss availability and compensation.*

Action Item for the Networking Event

- **Action Item:** *Further analyze the preferred format for the reintroduction event, considering a panel discussion and networking components.*
- **Action Item:** *Decide on a location and exact date*

• Membership Report

- The Board discussed membership drive and goals. We currently have 218 total members and the board talked about strategies to boost membership. There was a discussion about possibly adding a vendor board member.

- **Action Item:** *invite Facebook group members to Nastra events*
- **Action Item:** *Explore setting goals and a timeframe for a membership drive after the website is live and collaborate on creating a roadmap for the membership drive, incorporating various strategies.*
- **Action Item:** *Ervin to set up socials for Nastra in the coming weeks.*

• Partnership Discussion

- The Board discussed ensuring discounts for member's guests.

- **Action Item:** *Develop a discount code system for members to avail of discounts from participating businesses.*
- **Action Item:** *Establish a systematic plan for reaching out to businesses, detailing the key selling points and benefits of participating in the discount program.*
- **Action Item:** *Initiate discussions with concierges and gather information on potential participating businesses*
- **Action Item:** *Develop materials that highlight the exposure and advantages for businesses.*

Adjournment

Barb adjourned the meeting at 6:30 PM CT.