



## **NASTRA BOARD MEETING** **2/13/2024**

### Attendees

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Dale Hire, Barb Culligan, Teddy Dinker, Leslie Eggleston, Topher Fleming

### Scribe

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Ervin Besana

### Agenda

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#### **New Business**

- *Financial Report*
- *Membership & Website Launch Update*
- *Partnership Discussion*
- *Events Discussion*

# New Business

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## • **Financial Report - Dale**

- Assets - \$52,382.98 (Pinnacle) \$349.24 (Paypal) \$52,732.22 (total)
- Income
  - Members - \$60 (monthly)
  - Members - \$238 (annual)
  - Friends - \$110 (monthly)
  - Total - \$408
- Expenses
  - Zoom bill: \$168.17
  - Google Suites website fee: \$59
  - AffiniPay/Wild Apricot: \$143.93
  - MailChimp fee: \$21.85
  - Admin (Ervin): \$626.3
  - Total - \$1,019.25

■ **Action Item:** Dale to refund Topher the accidental Stripe payment.

■ **Action Item:** Dale to work with Elizabeth Smith to unlock Paypal.

■ **Action Item:** Ervin to check Google Suite for the possibility of obtaining a non-profit account to reduce fees.

■ **Action Item:** Dale to coordinate with Ervin to test the Remitly account with a small deposit before full payments.

## • **Membership & Website Launch Update**

- The Board discussed the launch of the website. The aim launch date is on Feb 19. The board talked about ways how to drive membership. Topher, Barb, and Ervin to discuss the website launch this week.

■ **Action Item:** Topher and Ervin need to clarify the process for members transitioning from Wild Apricot to the new platform with Ashley.

■ **Action Item:** Topher and Ervin to finalize plans for notifying members about the transition and potential offers.

■ **Action Item:** Topher, Barb, and Ervin to develop strategies for the upcoming membership drive post-website launch, including direct mail, email campaigns, and social media advertising.

■ **Action Item:** Topher and Ervin to discuss and decide on the best strategy for transitioning existing members to the new platform, considering potential discounts and incentives.

■ **Action Item:** Going forward, consider reaching out to members approaching expiration and providing them with renewal benefits to encourage renewals.

- **Action Item:** *Going forward, explore the possibility of offering different membership tiers with varying benefits, including vendor-sponsored Q&A or personalized content.*

- **Partnership Discussion**

- The Board discussed new strategies with partnership to maximize the new website and expand Teddy's role.

- **Action Item:** *Teddy to confirm the trolley tour company's decision to switch to the membership route for the discount program.*

- **Action Item:** *Teddy to concentrate on building relationships with potential vendor partners or sponsors.*

- **Action Item:** *Teddy, Barb, Topher, and Ervin to evaluate and determine additional benefits for vendors who choose to become partners or sponsors.*

- **Action Item:** *Barb is to send an email introducing tech stack companies to Teddy in about 3 months.*

- **Action Item:** *Teddy, Barb, Topher, and Ervin are to discuss contacting vendors about the potential opportunity to have demo videos uploaded for free and discuss options for additional paid benefits.*

- **Advocacy and Legislation Discussion**

- The Board discussed news about an email that Barb and Dale received regarding significant changes to zoning codes.

- **Action Item:** *Leslie to investigate the mentioned zoning changes once she receives the relevant information from Dale.*

- **Events Discussion**

- The Board discussed the police event and the state of events moving forward.

- **Action Item:** *We will transition educational events to Zoom and reserve in-person meetings for social networking.*

- **Action Item:** *We will record Zoom educational events to build a library of resources for members.*

## Adjournment

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Barb adjourned the meeting at 5:45 PM CT.