


Present: Charlotte Crawford, Sylvia Getman, Helen Evans, Mandy Qualls,  
Heather Brown, Mike Pease, Sara Bollinger  
Excused: Jennifer Leszyk, Tess Barker, Cara Kowalski, Karin Blackburn

Charlotte Crawford, Chair, opened the meeting at 1:05pm.

1. The minutes of the June 2<sup>nd</sup> [Mandy/Heather] were approved.
2. Christa Parish [NYSARH Administrative Assistant]  is working with Karin and HWNY to fix issues with the membership renewal process and reengage with lapsed members. Committee members will provide support.  
Action: Karin will develop a Membership Management Protocol for review by this Committee next month.  
Action: Christa will prepare a list of people with whom she has not been able to connect for review at our next meeting.  
Action: Karin will verify that the Member list on the website is accurate.  
Action: Karin will work with HWNY to develop analytics for membership from web database e.g. new member rate, retention rate, lapsed member rate etc.
3. Helen reported that she has received videos from Sylvia, Carrie and Sara.  
Action: Sara will send a reminder to board members.
4. The Marketing Committee has met and is working to better define NYSARH's 'target market'. The Strategic Planning Team distributed a survey, with results due this week.  
Action: Sara will share survey results with Marketing Committee.
5. Sara shared a preliminary draft of the Annual Report for Committee member reaction. Comments:
  - Board at the front, Finances at the back
  - Promote our Key Messages/Value Proposition
  - Get input/quotes from Committee Chairs
  - Use Infographics and Charts
  - Acknowledge Partner Associations

- Acknowledge the COVID pandemic, but this report reflects activities before the Public Health Emergency

Action: Sara will request input from Committee Chairs.

6. Summer Newsletter

- This is the place to focus on Coronavirus impact/response

Action: Sara will request stories from Members impacted by the pandemic.

7. Meeting Adjourned [Heather/Sylvia] at 1:45pm.

Next Meeting

Tuesday, August 4, 2020 at 1PM.

Respectfully submitted,  
*Sara Wall Bollinger*