

Nebraska Women's Athletic Leadership Alliance

Board Meeting Minutes

Date

November 17, 2024

Board Members Present

Tracy Douglas, Marquel Harlan, MK McGee, Katie Palmquist, Laura Praus, Renee Saunders, Jacque Tevis-Butler, Hannah True, Kim Miller

Founders Present

Sara Fjell, Sarah Pritza, Jennifer Wragge

Guests

None

Topic	Discussion	Action
Call to Order	President Jacque Tevis-Butler called the meeting to order at 7:05pm.	
New Business		
Introductions	Each member of the group introduced herself.	
Review of History and Values	Jacque called attention to the documents related to the history and summary of NWALA. She reiterated that mission is to serve and empower women. Board members offered no revisions to the history or summary.	
501(c)(3) Process	Paperwork to establish 501(c)(3) status has been drafted by NWALA’s attorney. Paperwork can be submitted after this meeting pending approval of three proposed resolutions.	Pending approval of the three proposed resolutions, Laura, as Secretary, will sign and certify documents for the attorney.
Resolution 1: Confirmation of Officers	A vote was raised to confirm Board officers: <ul style="list-style-type: none">● President – Jacque Tevis-Butler● Vice-President – Renee Saunders● Secretary – Laura Praus● Treasurer – MK McGee The vote passed 8-0. Jacque confirmed that bylaws authorize the Board to determine Officers. Officers are appointed to 1-yr terms; there are no term limits.	Resolution 1 can be certified by Laura for the Secretary’s Certificate.
Resolution 2: Bylaws	A vote was raised to approve the bylaws as written. The vote passed 8-0.	Resolution 2 can be certified by Laura for the Secretary’s Certificate.
Resolution 3: Business Account	Jacque reported that a relationship has been established with CORE Bank for an NWALA account, which should be used by Officers for future NWALA-related transactions. A vote was raised to approve use of CORE Bank. The vote passed 8-0.	Resolution 3 can be certified by Laura for the Secretary’s Certificate.

	Jacque reminded Board members that when we start to collect dues, raise funds, etc., a high priority will be the purchase of indemnity insurance.	NWALA will immediately seek to purchase indemnity insurance once revenue is introduced.
Membership Update	Jacque advised NWALA's current membership is 328. She reported member sign-ups have stagnated and asked for suggestions for recruitment. Several members agreed that a membership fee is unwise at this time, especially as we do not yet offer tangible value such as a clinic or insurance, which some other organizations provide. Getting the word out via social media platforms will be the first priority, and Jacque charged the group to continue consideration of different recruitment strategies.	Board members should consider how/where/when to recruit to increase NWALA's membership; further discussion at next meeting.
Social Media	<p>NWALA's social media presence at current is a Facebook group and accounts on both Twitter and Instagram, but Jacque advised the Instagram account experienced an issue, and it may be best to create a new one. Board members discussed the pros and cons of a Facebook group versus a page; the group agreed that the Facebook group will be maintained as way to promote interaction among members, while a Facebook page will be created as a platform for posts, news, and events.</p> <p>Jacque asked for volunteers to manage social media; Laura and Katie volunteered to partner. Laura advised that she and Katie will take the lead in creating the posts with the expectation that the Board and other members provide photos, ideas, FYIs about events, etc., for content. MK suggested creating a month's worth of content at a time to ensure quality and quantity of content, which will promote consistent NWALA awareness across our platforms. Members suggested theme days like "Membership Mondays" and "Throwback Thursdays" and the importance of spotlighting members, particularly those in their season of sport.</p> <p>Kim volunteered to manage the website. Founders have short bios on the website; Board members were asked to draft their own bio and send to Laura by Nov. 30, along with a photo and social media connections so members can follow/friend one another. Jacque would also like to see the membership form linked on the site. Revisions were suggested for the tabs at the top of the home page: change "Founding Members" to "Leadership" with a dropdown menu for the Founders and the Board; add "Connect" with links to our social media platforms. Website also needs information for officials. Board members would like to see pictures updated regularly to stay current. MK suggested adding the monthly newsletters to the website so members have access to the archive of information.</p>	<p>Laura and Katie will work together to begin managing the social media platforms. A new Instagram account will be created, and content will be mapped out at least one month at a time.</p> <p>Board will send bios, photos, and social media handles to Laura by Nov. 30. Laura will forward the information to Kim to add to the website along with the other suggested revisions.</p>
Census	Census data is important, thus Jacque asked the Board to consider a mandate and how often, i.e., annually, biannually, etc. As we start to generate revenue, Jacque would like to see funds allocated for a different/better platform for the acquisition and management of data as well as for a professional data analyst.	Board members should consider the effect of a Census mandate and how often it should be required; further discussion at next meeting.

What's Next?	Funding and fundraising tabled for next meeting.	Board members should consider how/who to ask for funding; further discussion at next meeting.
Standing Reports		
Old Business		
Announcements		
NSIAAA	Sara Fjell has been elected the first female President of the NSIAAA! Congratulations, Sara!	
Adjournment	President Jacque Tevis-Butler adjourned the meeting at 8:49pm.	