

**ASSOCIATION OF ESD PROFESSIONALS
4601 FAIRFAX DRIVE
ARLINGTON, VIRGINIA**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
VIA TELECONFERENCE
APRIL 22, 2023, 7:00 P.M. ET**

BOARD DIRECTORS:

Michele Elefante	Chair
Sally Johnson Van Wright	Secretary
Michael Peñafiel	Director
Faye Henry	Treasurer (from 7:25pm ET)

GUESTS:

Samantha Waterman	Executive Director
Cassidy Civiero	Recording Secretary, Minutes Solutions Inc.

ABSENT:

Onyemma Obiekea	Director
Magdalena Diaz	Director

1. CALL TO ORDER

There being a quorum present, and the Directors having been given adequate and proper notice of the meeting, the meeting was called to order at 7:08 p.m. ET.

2. APPROVAL OF PREVIOUS MINUTES

On a motion made by M. Peñafiel, seconded by F. Henry, it was resolved to approve the minutes of February 11, 2023, as presented. Motion carried.

3. EXECUTIVE DIRECTOR'S REPORT

The Executive Director's Report was previously circulated to the Board for review. Items for which Directors requested elaboration are outlined below.

a. Report from Executive Director

- i. **Annual Event:** The annual event will take place April 19-20, 2024 with a membership meeting and reception the evening of April 18. M. Peñafiel asked about the general theme of the meeting and workshops. S. Waterman responded that it as an association conference, there will not be the typical ESD workshops seen at ESD training events. The conference is intended to be about networking, the business side of ESD, and education sessions. The event will be held in a hotel in a natural setting in Costa Rica not far from downtown San Jose. The Association will offer whole and half booths (tables) and staff has included discounts and international tiered pricing in registration. There will be keynote speakers and breakout, educational sessions with panels of ESD experts, the area for booths will serve as a

mingling area for great networking, and we will have other fun activities (like a photo booth, a “roaming reporter” of sorts to engage conference goers and report back to virtual attendees, and a local vendor to sell Costa Rican wares (i.e., jewelry). There will be a luncheon and evening reception for all conference goers on the first day, and more. The Association team has many ideas that they are currently putting together and will present to the Board soon.

S. Van Wright noted that there will need to be a condensed and compelling case made to draw attendees. M. Elefante noted that networking tends to happen after events. It can be professional, but who the attendees are must be considered (ESD professionals unlike other professionals, like more activity and used to physical activity at their events). They will mostly be heads of ESD organizations, and the event should be interactive. There will be different cultures present and people with disabilities.

S. Waterman noted that the intent is to have a hybrid meeting, but the virtual component is expensive. One way to lessen costs could be to have a “roaming reporter” who travels throughout, engaging with conference goers. M. Elefante noted that the sessions could be recorded and shared later and S. Waterman indicated that that was the plan, the roaming reporter would be in addition.

The Board discussed that having a theme will help shape the event. M. Peñafiel stated that there must be a way to set the Association apart from other ESD organizations, and the event should likely be geared toward community. S. Waterman agreed that the word “networking” should be swapped out with “community building” or other more ESD-friendly words. F. Henry stated that the theme must get at the “why” of the Association, and what space the Association should control.

The Board requested a list of potential speakers on which to provide feedback. S. Waterman stated that she was planning on bringing to the Board potential speakers and agenda soon – she said that they have been busy securing the venue and next will be reviewing the hotel contract. S. Van Wright noted that connecting people from far and wide is different than what is currently going on in the market.

- ii. **Judo Camp:** Judo Camp is an incubator for leaders to discuss the future of ESD (priorities, strategy, etc.), from August 20 to 26, 2023 in upstate New York (about 1 ½ hours north of Manhattan, south of the Catskills). S. Waterman was invited to be a part of the incubator. There have been discussions on using this opportunity to have a small staff retreat to discuss goals and strategies, as many staff members have never met in person. S. Waterman will be paying the way for staff. The event is a Yudit Sidikman event, and there is an application form online for the camp. Yudit asked that organization leaders let their Boards know that they are invited to attend (note that everyone is required to fill out an application, whether or not requesting funding). Yudit is offering scholarships for those in need.

- b. **Software and ESD Directory:** M. Elefante asked if the software includes translation. S. Waterman responded that she will need to find out regarding the new software for the ESD directory but that Glue Up has translation capabilities for a handful of languages and staff is looking into how to incorporate a translation widget into the Squarespace site. The Board agreed that, as the Association is global, translation is extremely

important for the website.

- c. **Podcast:** Board directors pointed out that the podcast dovetails with the message of the Association and can help to distinguish the Association from others.
- d. **Magazine and Advocacy Program:** S. Waterman informed the Board that though she mentioned it in the Director's Report, work on it has not yet commenced – she wanted to let the Board know that it is on her radar for later this year, however.
- e. **Credentialing Program:** The credentialing program is currently only in English but will be translated into Spanish, hopefully later this year. In subsequent years, it will be translated into additional languages (i.e., Albanian, Portuguese, French, maybe Hindi if there is a need, etc.).
- f. **Insurance:** S. Waterman asked the Association's lawyers at Venable to provide a list of insurers who might provide self-defense insurance in countries outside the U.S. Venable provided a list, and inquiries will soon be made.

4. BOARD DISCUSSION ITEMS

- a. **Marketing:** S. Waterman noted that the team is making changes so that marketing will be done in a way that is more consistent with ESD. The Board agreed that it is important not to violate the principles of ESD in Association marketing. There could be a discussion on values of the Association in New York.
- b. **Ethics Committee:** S. Van Wright stated that the Ethics Commission has done more work on guidelines for ethics procedures for the Standards Review Group, a grievance process. She stated that it must involve a mechanism to submit a complaint and to notify the people involved; it should be a transparent, simple, straightforward process; and it should include a timeline and a matrix for a just and equitable process. All of this refers back to the Association Code of Ethics.
- c. **Organizational Chart:** M. Elefante asked S. Waterman to share an organizational chart
ACTION – S. Waterman will send the Board an organizational chart.

5. ACTION ITEMS

a. Nominating Committee

- i. On a motion made by M. Elefante, seconded by S. Van Wright, it was resolved that the Nominating Committee be comprised of all Board members with Michael Peñafiel, as Chair. Motion carried.

The Nominating Committee will be responsible for nominating new people to become Board members

b. New Director to Fill Seat No. 3 Vacancy:

- i. On a motion made by M. Peñafiel, seconded by S. Van Wright, it was resolved that the top five candidates for the new Director are, in order:

- 1) Pamela Mussi Valdez
- 2) Hind Essayegh
- 3) Nagin Cox
- 4) Nuna Gleason
- 5) Gentiana Susaj (There was concern that Gentiana would not have time in her schedule to fulfill a Board position.)

The first candidate will be asked to sit on the Board, with the subsequent candidates to be asked if the first is not available. **Motion carried.**

The Board agreed that the Directors should represent the global landscape and they discussed the candidates. It was noted that there may be another vacancy on the Board if M. Diaz exits.

6. Executive Compensation

The Board has reviewed the letter from the Executive Director requesting a compensation increase. F. Henry is performing an analysis based on the budget and sustainability, which will be completed in May 2023. Following the analysis, the Board will make a decision.

7. NEXT MEETING

- a. The next meeting date will be determined among Board directors in the coming weeks, but the Chair expects it will be held in July.

8. ADJOURNMENT

The meeting was closed at 8:58pm ET.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Association. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Sally Johnson Van Wright
Board Secretary

Date