

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

**MINUTES OF THE BOARD OF DIRECTORS MEETING
VIA TELECONFERENCE
JULY 30, 2021, 7:30 P.M. ET**

BOARD MEMBERS:

Sally Van Wright	Secretary
Faye Henry	Treasurer
Michele Elefante	Director
Onyemma Obiekea	Director

GUESTS:

Samantha Waterman	Executive Director
Sheila Watson	Manager of Program Development
Cassidy Civiero	Recording Secretary, Minutes Solutions Inc.

REGRETS:

Julie Harmon	President
Magdalena Diaz	Director
Michael Peñafiel	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 7:45 p.m. ET.

2. APPROVAL OF PREVIOUS MINUTES

On a motion made by Michele Elefante, seconded by Faye Henry, it was resolved to approve the meeting minutes for the meeting held on May 28, 2021, as presented. Motion carried.

3. NEW COMMITTEES

Finance Committee:

On a motion made by Michele Elefante, seconded by Sally Van Wright, it was resolved to create a two-person Finance Committee Chaired by Faye Henry, with Onyemma Obiekea as a member, with the option to expand the Committee in the future. Motion carried.

Communications and Advocacy Committee: S. Waterman suggested that O. Obiekea Chair the Communications and Advocacy Committee. This Committee will be created at a future meeting. There is a communications plan being developed, including social media endeavours.

4. **BOARD INFORMATION ITEMS**

Board information items were included in the Executive Director's Report. Items requiring further elaboration are outlined below.

Report from Executive Director

Communications, Outreach & Website: Power of XYZ has been hired by the Association to undertake communications. The website is progressing and has bios and photos of all team members. Qwan Smith has been hired as an intern and is working on draft toolkits (how-tos for things like "How to Start an ESD Business") and blog posts. Toolkits will be included on the website and will probably be monetized, and instructional videos will also be created, some as a series on one topic. S. Waterman will be filming a short welcome video for the website.

Introductions of all team members, including Board members, will be posted on Instagram and Facebook. Additionally, each Board member is encouraged to invite 100 people from their networks to like/follow the pages, S. Waterman requested that each board members invite 25 per week rather than 100 at one time as that approach produces better analytics.

Animation Project: The funder for the Association has put forward the idea of an animated short film for the Association's website on changing the culture of violence. There is no budget for this item at this time, but the funder may want to contribute further to undertake the project.

Violence-Prevention Education Conference (VPEC): VPEC will occur October 9-10, 2021 in Prague, Czech Republic. S. Waterman will be attending on behalf of the Association, and S. Watson may also attend depending on COVID-19 protocols and flight costs. Jelena Nolan-Roll will also be attending. S. Waterman and J. Nolan-Roll have speaking roles at the conference.

Loans: The last piece of the loan (\$225,000) has been obtained, and there is approximately \$255,000 in the bank account. So far, spending is matching the budget pretty well so that there was \$35,000 in the bank account when this third installment of the \$350,000 loan was received.

Code of Ethics: Michele Elefante provided an update on the Ethics & Conduct Committee. Other organizations' codes of ethics are being reviewed. Things like dual relationships are being considered for anything that could compromise a student's ability to learn (when instructor holds the position of ESD instructor and also conducts another business, such as a healing arts practice or even something totally unrelated like a car dealership – want to ensure that no pressure is put on students to do business with the instructor's other business). The Committee is looking at timelines to create an advisory council. O. Obiekea added that discussions were held on inclusivity and cultural humility.

ACTION – The Ethics & Conduct Committee will take notes following their meetings and send them to S. Waterman who will keep them in a Minute Book and post them on Board's Google Drive.

S. Waterman noted that Association would adopt and, if the Committee thinks it wise, potentially add to the code of ethics for the Self Defense Discussion Group so that it covers everything a professional association needs to cover. However, it is unknown when this will be completed.

S. Waterman noted that it is standard for associations and other organizations to have codes of ethics and a codes of conduct, a model we could follow and there are lots of examples to look

to. The Association must determine a grievance and disciplinary process outlining when membership may be revoked or suspended, M. Elefante said the Committee has that in mind. S. Van Wright stated that these processes must be transparent.

Revenue Generation: F. Henry had an idea for revenue generation, she recommended a cancellation charge could be put in place for additional revenue.

Membership Dues: As visibility increases on social media, membership fees must be established as soon as possible. S. Waterman presented membership dues and promotional offers options, including six months of free membership (either pay now and get 18 months or register now but pay in 6 months (in April) via automated payment). The Board discussed using the six months free option beginning in October 2021, with membership dues collected each April beginning April 2022, but no decision was made and no vote was taken.

M. Elefante suggested that, rather than giving members experiencing economic hardship the opportunity to pay monthly, all members could be given the option to pay quarterly. A standard will have to be put in place to define economic hardship. No decision was made or vote taken on these points.

The Board discussed whether students should have a lower membership fee or only those with economic hardship. S. Waterman noted that a cost-of-living standard adjustment should be considered for those from other countries.

S. Waterman stated that the first year of dues could be called a “promotional rate,” so there is an expectation that fees could be increased after the first year.

The Board noted that separating the membership into two different categories for instructors and advocates is unnecessary. S. Waterman pointed out that the by-laws could be amended to remove the distinction between the two.

On a motion made by Michele Elefante, seconded by Onyemma Obiekea, it was resolved to approve membership dues of \$200 for all members except those experiencing economic hardship, who will pay \$75, with the option to increase any dues in the future. Motion carried.

Credentialing Fees: S. Waterman presented options for credentialing exam fees and renewal fees. S. Waterman noted that ethics training could be required under continuing education.

5. NEXT MEETING

Board meetings will be held on the last Friday of each month. The next Board of Directors meeting will be held on August 27, 2021, at 7:30 p.m. ET.

6. ADJOURNMENT

On a motion duly made and carried unanimously, it was agreed that there was no further business of the Association to transact; the meeting was closed at 9:37 p.m. 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.

Secretary of Board
Sally Van Wright

Date