

Destination Imagination Fall Board Meeting

September 15, 2018

Missoula, MT

Call to Order :

Barb Honken, Wendy Morical, Christina Harrell, Heather Geiger, Barbie Potter, Sierra Ashley; with Ursula Roberts joining later in the day

Announcement:

Christina Harrell announced that she has the need to step down from the Board and Tournament Management at this time.

Finance:

1. Report of accounts
Financial report was distributed and read. Current status is strong.
2. Tax return
The stock donation has created new challenges for the tax return, but it will be filed by October 15th.
3. Marketing Funds from 2017-18 (\$378) still need to be spent
 - o How should we spend - new teams, IC volumes, website fee...?
 - o The website fee is only \$63.95
 - o We could get some downloads of IC materials and "spread them out"
 - o Proposed: 6 team packs, website, 3 IC volumes, printing of materials for United Way Marketing team packs can perhaps bring in more teams
 - o Discussion: are there ways to bolster the tournament attendance - can we take money off the team fees to incentivize registration
4. New Marketing Funds: Facebook ads, printing, recruiting events, team numbers, present at conferences?
 - Sierra proposed a business card with RFID chip that connects with website (moo.com) - we would need to bolster the webpage content so it's meaningful/helpful
 - Barb described other ways that conferences have engaged attendees with conference apps, used during the day
 - Website: we have a functional content management system and might want to inspire prospective teams with photos of the solutions, tournament; may need to hire someone to make the site more We were in agreement that investing in a more engaging and helpful web presence would be good.

Approval of Minutes from June Teleconference

MOTION: Moved to approve and Wendy seconded. The motion was approved unanimously.

Background Checks

By next year we will have to have a background check policy in place.

Discussion on what level of check may be necessary. Colorado and California examples were shared and read. Our Regional Territory Manager and is acting as a reference for this topic.

We liked the fact that the Colorado policy allows background checks from other sources rather than initiating new ones for everyone.

Will we need to have every appraiser background checked? Who will track this? What about the last minute tournament volunteers? Question on whether guest experts at team meetings need a background check?

Decided to build a Child Protection Policy, determining who needs what level of background check, who will monitor and what volunteers will be included. We need to have this embedded in the website so that it can be one easy procedure for volunteers and make it easier to monitor.

Business Plan and Organizational Chart

The *MCQ DI Business and Marketing Plan* was distributed.

Situation Analysis - Minor changes were made to the section with note that our AD is new.
Marketing -

Goals and Objectives - now includes the hope to start an Alumni Association for Montana DI
Tactics and Strategy -

1. Awareness and participation

Changes were made in the organizations that are being targeted. Removed some that have not been as productive. Targeting school administrators with an e-blast.

Increasing media coverage is still a goal.

"Maintaining MTDI" website was changed to reflect updating/revising the site to add functionality and support for TMs

Media - quarterly newsletter with timeline and ideas for TMs and volunteers, appraisers; weekly Facebook posts; and adding social and digital media like Instagram, Snapchat, linking to MTDI website. Need to build on the good posts on Facebook to spark our site!

Remove marketing to secondary level teams. Increase digital marketing efforts

2. Recruit and Retain more Team Managers

Minor tweaks - no proposed changes

3. Increasing Regional and Corporate Sponsorship

This will be an on-going goal, Blackfoot is a possibility for outreach and support in this area,

4. Build Volunteer Involvement

Create an Appeal Letter, Cover Letter and link to how to get involved.

Review and Evaluation -

Minor changes made. Trying to get to PTO newsletters is a focus. Remaining Start a Team kits will be updated.

Operational Plan -

Changed dates throughout, added United Way

Management and Organizational Team-

Will need to update.

Team Manager Training

Goal is to send out weekly or bi-weekly updates/reminders with links to other sources of information and support. Send one every week or so to share info and tips

Our goal is to recruit new Managers, but we want them to feel supported so they may continue on with their teams

Team Recruiting

- Donation committee: Pilot partnership with United Way's after school program in Gallatin Valley. Some monies from the donation will be used to train and support Program Coordinators in implementing DI activities with 3rd - 5th grade students. There may not be many teams generated this first year,
- Recruiting Events: Various ideas were brainstormed for trying to bring people on board through events, school contacts, parent groups...

Missoula: Escape Room Kids Fest, Camp Invention

School PTOs -- contact the individual schools to make a personal connection

Appear at Family Fun nights or Open Houses?

Find non-parent Team managers, ie: service learning groups at schools and universities

- Materials - brief discussion of purchasing

Global Finals New Location

Moving to Kansas City because of housing crunch in Knoxville. Open area with safer and more contained space for teams. Convention Center will be hub. Pricing will change.

Tournament

Responsibilities to be allocated include these specific needs and new ideas:

- Food service for the officials Need better room in which to serve!
- Announcer/Roving Reporter person - take photos to show during assembly, loud music/beach balls... BINGO cards, for a scavenger hunt?
- Better schedules posted by doors - to direct into general areas
- Bigger welcome/registration/sales/gathering space, include activity tables
- Get the cell numbers of each Team Mgr for Challenge Masters to use for texting
- Board members all in Dillon the night before to set up and organize
- Schedule, programs, all support documents and logistics. Start on this early in year

Adjourned

MOTION: Made motion to adjourn.

Motion passed unanimously

Meeting adjourned at 4:08

Addendum:

Due to Christina's resignation she will need to be removed from any banking accounts on which she is a signer.