

## Montana Destination Imagination Board Meeting

June 29, 2020

Call to order at 7:30

Attendance:

Heather Geiger, Bonnie Peterson, Barbie Potter, Barb Honken, Kathy Dunn, Ernie Chang and Felicia Luebeck  
Motion to approve the minutes from the April 6, 2020 Board meeting was passed.

Treasurers report.

Checking Account:	\$11,491.51
Petty Cash:	\$51.43
Donation Checking:	\$556.45
Donation Savings:	\$8447.10
Savings Capital One:	\$7956.31
Stock on 6/29/2020	\$21,443.04
<b>Total:</b>	<b>\$49,945.84</b>

<b>Outstanding invoice:</b>	\$16.00
<b>Total:</b>	<b>\$49,961.84</b>

<b>Stocks 6/29/2020</b>	\$2680.38/per share
When we received it:	1427.38/per share

**Budget** for the 2020-2021 program year was presented and discussed.

Due to the Covid pandemic there is concern on whether we will receive the same amount of sponsorship donations as we have previously. There was also concern as to whether we will be able to grow teams since we don't know what will happen in the education world. The budget was approved as presented but that it should be reviewed at the fall meeting once there is a clearer picture of what will be happening in terms of the pandemic.

**Marketing Proposal:**

The new marketing volunteer, Bruce Barnhart put together a marketing plan that includes goals to increase teams, more team leaders and exposure. He put together a campaign that we accept the challenge to "Reach for the Stars". This will include that DI has accepted the challenge to develop Challenge that allow teams work distantly and in small groups. The proposal includes publishing ads in Google, Facebook and Instagram. We will need a Social Media coordinator especially to monitor our Instagram account.

A sample of the campaign was presented. The plan is to include a way for people to click on a button on Facebook pages and Instagram to "Accept the Challenge". This would then take them to our website where they would complete a form to collect their contact information so we could send them a small set of Instant Challenges and more information on how to join Destination Imagination. The marketing would also target parents who are now more comfortable doing things with their children. There are also plans to have video testimonials from team managers about their experience. We would add training videos from YouTube to our website. In addition we would send newspaper articles to areas that have had DI teams and include pictures of kids from the newspaper's area.

We will try to target programs that are not able to have in person activities for kids since they could have teams form and work virtually. We will also work on moving to more online recognition of our sponsors with virtual plaques and pictures of their employees volunteering for DI for their websites and Facebook pages.

**Smart Goals:**

Felicia and Heather worked on the Smart Goals: Strategic, Measurable, Attainable, Realistic and Time Bound. Heather explained the timeline for the different items that need to be accomplished. The goals were discussed and some modifications were made. Then the motion to approve them was passed.

**Global Finals:**

We had no teams participate in the Virtual Global Finals. There will be a closing ceremony online on July 16<sup>th</sup> and she encouraged us to watch. Heather asked Ernie if there is anything else to add.

**Job Descriptions:**

We need to write job descriptions for webmaster, social media coordinator, secretary, and treasurer.

**Election of Officers:**

Heather - President

Barbie - Treasurer

Bonnie – Secretary

Felicia – Tournament Director

A motion was made to accept the slate of Officers. All were in favor so the motion carried.

We need to find an Affiliate Director. We also need to start looking for a treasurer and secretary to fill those roles next year.

**Fall Meeting:**

The fall meeting will be in September

The meeting was adjourned at 8:32pm