



BOARD OF DIRECTORS MEETING MINUTES

April 17, 2013 (9:30am-4:00pm)
San Francisco – Common Sense Media Corporate Office



Board Members: Kyle Brumbaugh, Ray Chavez, Robert Craven, Kurt Larsen, Suzanne Mitchell, Diana Paradise, Lainie Rowell, Roger Wagner and (phone) Ken Shelton
CUE Staff: Mike Lawrence, Marisol Valles
Partners: Larry Hiuga (CDE), Jerry Green (CTA)

AGENDA	ACTION ITEMS	NOTES
I. Call to Order	CUE President, Robert Craven, called the meeting to order at 9:37am.	
II. Agenda Approval	Approved: Lainie Rowell moved to approve today's meeting agenda; Roger W. amended with addition of topic of CUE Advocacy. Kyle moved to approve amended agenda; Lainie seconded amended agenda. BOD approval vote: 9:0	ACTION ITEM
III. Approval of Board Minutes (January 10, 2013)	Approved: Two items were approved via email vote between January and today's meeting. BOD approval vote: 9:0: 1) Make-up of PD committee/April 2nd (Scott Smith/Chair, Bonnie Marks, Kern Kelly, Michael Morrison, Jim Sill); 2) Approval of ED contract/March 7th. Amendment of January minutes: Approved: Approval of Executive Director 2013-2016 Contract amended to January 1, 2013. BOD approval vote: 9:0 Approved: Lainie R approved January 2013 minutes as amended; Ray C seconded. BOD approval vote: 9:0	ACTION ITEM
IV. Closed Session		CUE BOD only.



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V. Unfinished (Old) Business		
A. Future of SIGs Discussion	N/A	Innovative Ed Leader paper.li Next Steps: <ul style="list-style-type: none"> ● Send Marisol ideas of tools/apps for building a new CUE data system. ● Send Marisol recommendations for expert <i>Filemaker</i> designers/developers.
B. Marketing Plan Update <ul style="list-style-type: none"> a. Updated member Survey (tabled) b. Corporate Member Survey draft c. Timeline 	N/A	TIMELINE: <u>May BOD meeting</u> <ul style="list-style-type: none"> ○ Review existing marketing/branding ○ Bring marketing consultant to begin conversation about the new (e.g., CUE mission, slogan, advocacy). ○ Create adhoc/subcommittee/task force at this time. ○ CUE name change will also take place. <u>July/Aug:</u> BOD meeting: focus on new branding/logo, etc. <u>CUE/March 2014:</u> focus groups
VI. New Business		
A. Annual Conference Debrief <ul style="list-style-type: none"> a. 2013 Annual Conference Demographics & Evaluations b. 2013 CUE Annual Conference Reflections 	N/A	Shared and Discussed. Current Membership: 5,668 <ul style="list-style-type: none"> ● Future topic: how & in what ways to increase benefits to members
B. Central Valley CUE Bylaws	Approved: Roger W moved to approve. Lainie R seconded this motion. BOD approval vote: 8:0	ACTION ITEM



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C. CUE San Francisco request for affiliation (Phase 2)	Approved: Diana Paradise moved to approve the CUE SF as the new CUE affiliate and the successful completion of their documentation. Lainie R. seconded this motion. BOD approval vote: 8:0	ACTION ITEM
D. CUE of Nevada Bylaws & Name Change	Approved: Lainie R moved approve the by-laws and name change. Suzanne M. seconded the motion. BOD approval vote: 8:0	ACTION ITEM
E. Discussion: <i>How do we drive more awards/BOD nominations?</i>	N/A	Awards' Ideas: <ul style="list-style-type: none"> • Promote more affiliate participation • Add LDI session about this • CUE BOD liaison presents the award at the awardee's local board meeting (leaders are invited to CUE conference w/free registration) • Annual affiliate reports add the name of the 'CUE awards' contact person' • Each affiliate nominate 1 person for 'an award' • Review of current nomination application to streamline
VII. Reports		
A. Executive Director Report (Mike L)	N/A	Shared and Discussed.
B. Director of Operations Report (Marisol Valles)	N/A	Shared and Discussed.
C. Treasurer's Report (Ray Chavez) a. Brief Discussion on 2013-2014 priorities & expectations	N/A	Shared and Discussed.
D. Professional Development Coordinator Report (Danny Silva)	N/A	Shared and Discussed.



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E. Leading Edge Certification Report (Lainie Rowell)	N/A	Shared and Discussed.
F. Partners a. CDE Update (Larry Hiuga) b. CTA Update (Jerry Green)	N/A	Shared and Discussed. CTA Update: None received
VIII. Adjournment - 4pm	Kurt L moved to adjourn this CUE BOD meeting. Diana P. seconded this motion. BOD approved 8:0	
<i>Next CUE BOD Meeting</i>	Wednesday, May 22, 2013 (9:30 am - 4:00 pm) Location: Home Depot Center, Carson, CA	