



## EXECUTIVE OVERVIEW

### From the July 31, 2023, Board of Directors Meeting

- A) President Christina Peterson called the meeting to order and took roll call. President Peterson then asked if there were any conflicts of interest to be disclosed or if there were any corrections or additions to the agenda. There were no conflicts of interest to be disclosed. A motion was made to approve the agenda; it was seconded and carried.
- B) The board approved the consent agenda with spelling corrections as presented.
- C) Treasurer Mary Tarbox reviewed the financials. The board approved the financials as presented.
- D) The board engaged in a robust discussion surrounding several action items.
  - a. INA Marketing and Communications Presentation – Ngage Strategic Marketing Manager Jillian Seach gave a presentation on the work staff is doing to promote INA through multiple communication channels. Efforts for the conference, board videos, and personalized outreach were highlighted, among many others. It was shared that the weekly newsletter has been streamlined, and that member spotlights, monthly themed marketing, and Nursing Is My Calling are new initiatives that will be coming soon.
  - b. Potential New Premier Membership Option – Executive Director Tobi Lyon reviewed the current dues structure for INA and how the association has come to where they stand today. It was shared that ANA is hoping to roll out a new premier membership option to the membership during the fall of 2023. If the decision is made by ANA to move forward with the premier membership option, INA members will be notified based on INA's decision to opt into the new program, which is determined on a state by state basis. A motion was made for INA to support the rollout of ANA's proposed Premier at Join dues program; it was seconded and carried.
  - c. IONL & Legislative Day – President-Elect Greg Opseth shared that he coordinated a call between INA executive leadership and IONL executive leadership because he feels there is a great opportunity for IONL and INA to collaborate for Legislative Day. It is the hope that this will be the first of many to come.

- d. ANAI Applications – INA has one seat being held for Iowa for the ANAI program in 2023. The board is always encouraged to look for a member who has a lot of experience with INA and the association’s advocacy efforts. All candidates who submitted an application for consideration are strong contenders. Current Public Policy Chair and former ANAI participant Kate Pace offered to mentor the individual who is selected. A motion was made to support Sam Wu’s application; it was seconded and carried.
- e. Strategic Plan – Due to time constraints, the strategic plan discussion will be addressed at a future board meeting.

#### E) President’s Report

- a. President Peterson welcomed Lisa Caffery, ANA Membership Assembly Representative, to the board meeting to discuss the ANA Membership Assembly event that took place in June in Washington, D.C. Lisa shared that the Hill Day and Membership Assembly were extremely informative and beneficial, and she shared ANA’s three key priorities. President Peterson shared how INA was able to visit during Hill Day and how they were able to share the needs of Iowa nurses with them.
- b. Pace of the City Talk Show/Interview – Public Policy Chair Kate Pace spoke about the invitation INA received to be interviewed on the Pace of the City talk show with Mike Pace. Kate met with Mike and pre-recorded nine 3-minute segments. Mike was very supportive about getting the message out to his audience about supporting nurses. The schedule of when these recordings will be released is TBD.
- c. Moving December Board Meeting – President Peterson made the recommendation to move the December 18<sup>th</sup> board of directors meeting to November 13<sup>th</sup> due to the need for committee appointments to be made. The board agreed to move the meeting.

#### F) Operations

- a. Associate Director Update – Associate Director Laura Fuller asked board members to review the revised awards categories. The revisions were made by the Nominations Committee as part of the new bylaws and updated policies and procedures. Board members were requested to submit award nominations. AD Fuller also reviewed the current registration numbers for the fall conference coming up in September. Board members were encouraged to register and to conduct member to member outreach to encourage other INA members to register, too.

- b. Executive Director Report - Executive Director Tobi Lyon shared with the board that ANA will be reviewing the current INA Bylaws due to all the changes that were made during the 2022 Membership Assembly. Because of this, INA will not have any bylaws revisions in 2023.

G) Announcements

- a. Quarterly Publication Dates – President Peterson reminded the board of the remaining quarterly publication deadlines for 2023: August 11 and November 3.
- b. Board Meeting Dates – President Peterson also reminded the board that there is a meeting on September 29, in conjunction with the fall conference, and that the December 18 meeting is now being moved to November 13.

H) There was no further business to discuss after that.

I) A motion was made to adjourn the meeting at 6:06 pm CST. The motion was seconded and carried.