



## MCDA October Officer's Meeting

Date: October 9, 2011

Location: Arnold, MD

Meeting called by: President Lakeisha Matthews

Minutes prepared by: Michele George

Attendees: Lakeisha Matthews, Paula Brand, Michelle Carroll, Marilyn Maze, Amanda Baker, Karol Taylor, Rose Howard and Karen Jones

Meeting called to order at: 3:07 PM

### Announcements:

- Lakeisha announced that her last day at Loyola University will be Friday October 14, 2011 and she will be starting as the Assistant Director at UMUC
- Per the newly proposed bylaws, Paula will take over the Program Committee as President Elect
- Michele George is MCDA's new secretary
- President thanked Marilyn for the finalized Procedure Manual which is now available to Board Members on the website under About MCDA
- Committee names have been formalized and changed for consistency. All will work to make materials reflect these changes. Paula has changed the roster. Amanda will update the website and bylaws. Marilyn will change the committee marketing brochure.
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### New Business:

- Discussed options for a permanent space to hold meetings
- Discussed the future protocol for communicating the death of a MCDA member in light of two members who recently passed away
- Discussed discount offerings for potential MCDA members and suggestions for who should be eligible to receive them
- Deadline for proposals October 14, 2011. Three proposals have been submitted, deadline may need to be extended because more proposals are needed

- A task force headed by Marilyn Maze has been established to focus on sponsorship concerns. This committee will create policies pertaining to how MCDA will decide who will present at future MCDA events and how MCDA will decide which events will be "sponsored" and what sponsorship will mean. The committee will also review MCDA's policy on what events will be advertised (for a fee and which will be free).
- Bylaws: Inconsistency with information regarding term commitment and term limits. A decision was made to make a position a minimum of one year and a maximum of three years
- Treasurer: A hard copy of previous fiscal year accountant report was passed out; details and discrepancies were discussed. Marilyn is training Monique Dula for the treasurer position. Monique will take over as treasurer when Marilyn's term is up in another year.
- Secretary: Former secretary, Paula Brand, discusses updating the committee chair contact and personal information chart. To communicate MCDA's contact information, the floor opened up for suggestions on the possible formats to use such as business cards or flyers
- The editor Suja, will be creating a newsletter to replace the PDFs.
- **Marilyn made a motion to offer a discount to any organization giving MCDA free event space. The discount would be for one free regular registrant or multiple registrants to attend an event at the student rate. Lakeisha seconded and all voted unanimous approval.**
- Vicki Sawyer will be joining the CEU committee
- Discussed the possibility of creating a committee comprised of past MCDA presidents
- Karol discussed the marketing plan for the publicity committee and the benefits of utilizing social networking sites. Each MCDA event is marketed through a social media site such as Twitter, Facebook and LinkedIn. Members are encouraged to join these sites and participate by posting comments so to advertise MCDA and reach a wider range of potential members and the younger generation.
- Discussion was held on offering CDF students a discount on MCDA membership for one year. It was decided that MCDA would offer a student rate for one year of MCDA membership to people within one year of finishing their CDF class and getting certified as a GCDF.
- Lakeisha said China Wilson will be writing a legislative update for each newsletter issue and encouraged Board members and MCDA members to submit articles to the newsletter.
- Lakeisha needs locations for two of the full Board meetings in 2012. Paula and Marilyn offered space so the Mar 11, 2012 meeting will be at Marilyn's Church and the May 20, 2012 transition meeting will be at Paula's office in Arnold.

Meeting adjourned: 5:29