

# Wednesday, February 24th, 2021

[Presentation](#)  
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## Attendees

**Voting:** Birgit Kopainsky, Len Malczynski, Paulo Goncalves, Bob Eberlein, Brad Morrison, Sara Metcalf, David Keith, Will Glass-Husain, Raafat Zaini, Diana Fisher, Jack Homer, Thomas Wittig, Paul Newton, Asmeret Naugle, Sharon Els, Munaf Aamir, Lees Stuntz, Elke Husseman, Krys Stave, Tom Fiddaman, Elior Rich

**Non-Voting:** Rebecca Niles, John Richardson, Raquel, Buzogany, Fernando Redivo, Eduardo Franco, Vinicius Picanco-Rodriguez

## Agenda

- 0:05 Welcome (Paulo Gonçalves)
- 0:05 Conflict of Interest Forums
- 0:30 Strategy Discussion (Shayne Gary and Paulo Gonçalves)
- 0:30 Stewardship Committee Discussion (Birgit Kopainsky)
- 0:15 Palmer House Hilton Decision (Len Malczynski)
- 0:05 Announcements (Paulo Gonçalves)
  - APCC Pilot with China Chapter
  - Upcoming Meetings
- Adjournment

## Minutes

**President** Paulo Goncalves called the meeting to order. Issues touched included a welcome and overview of his thinking on strategy and focus on the upcoming year including efforts to maintain continuity of last year's efforts, focus on execution, and building a new cadence for meetings.

Policy Council reviewed and discussed three reported potential conflicts of interests submitted by all voting and non-voting members of the Policy Council. No issues were identified. Motion: The PC has reviewed the three potential conflicts of interest and saw no reason for further concern. Zero votes against and abstentions.

**Strategy Discussion:** Shayne Gary and Paulo Gonçalves

Five different areas of focus were identified for an effort to generate ideas for small scale pilot experiments:

- Improve Financial Health
- Increase Number of society members: retain and increase
- Increase SD knowledge and skill levels of members:
- Increase quality of output from the fields
- Increase awareness

**Stewardship Committee Discussion:** Birgit Kopainsky

Birgit shared the proposed scope, budget, and strategy of the proposed committee and asked for any thoughts and concerns.

- **Process:** the committee will focus on major donations (those that don't repeat on an annual basis). The intent is to raise funds to support the core operations of the Society. The first two years will emphasize reaching out to people who are familiar with the field. After some experience is built, the committee will reach out to broader prospects. The committee will rely on some staff to support and move forward. The first six months will be spent working on more details.
- **Budget:** issues of budgetary control were discussed with two possibilities proposed. As part of the annual budgeting process there would be an item in the society budget to

reflect contributions collected by the committee. The Finance Committee can decide on how to spend the money.

- **Staffing:** The need for specialized staff to make this work was questioned. Discussion ensued about the need for the ask to be made by someone with a strong relationship with donors. Also having someone specifically contracted to do the work with a separate budget item leads to more accountability and clarity on the cost of the work. Otherwise, it gets thrown in with all the other efforts and we don't know the cost and effort can get thwarted by distractions. We have seen this in the past and we see it now.
- **Others:** additional discussion ensued on the type of donors targeted, the extent of solicitations already in progress, and the possibility of cannibalization from existing sponsorships and donations.

**2021 Chicago Conference Discussion:** Len Maczynski

Len shared that the Palmer House Hotel is currently closed due to foreclosure. They are not accepting reservations until May 20th and it is unclear if they will reopen at that point, Chicago is not allowing large gatherings in meeting spaces, and quarantine is currently required for those arriving in Chicago. All of this makes it unlikely that we can host the conference live in Chicago.

We have an impossibility clause but it cannot be invoked until after the event and it is unclear how this will be considered legally, especially in light of the fact that the coronavirus cases are currently changing in their favor.

In a survey we found that only 6 out of 168 said they would attend the conference live in Chicago. Given the above, we do not believe it is feasible to host our conference live in Chicago.

Motion: Send proposed letter to hotel after review by attorney. Seconded by Bob and Sara. Zero votes against or abstain. Motion passes.

**Announcements:** Paulo Gonçalves

Paulo shared that the Asia Pacific Coordinating Council is developing a pilot with China Chapter to harmonize Chapter and Society membership.

Meetings take place on the 4th Wednesday of each month from 4-5:30pm New York Time. The next meeting is March 31.

Will Glass-Husain moved to adjourn. Birgit Kopainsky seconded. It was unanimous.