

DESTINATION IMAGINATION, INC.
BOARD OF TRUSTEES
TELECONFERENCE
October 12, 2011

CALL to ORDER

8:35 p.m. EDT The meeting was called to order by Board Chair, Brownie Mitchell.

ROLL CALL

Present: Karen Anderson, Louise Liddle, Brownie Mitchell, Rick Rand, Pamela Schroeder, Bruce Urban, Johnny Wells, Nancy Wingenbach, Eric Wolff, CEO Chuck Cadle, Director of Institutional Development, Heather Gaskins and Maureen Donovan, Recording Secretary.

Absent: Rosemary Bognar Pinney, Valerie Conroy, Mike Kelly, Nina Schwenk and David Thomason.

APPROVAL of AGENDA

Motion: Bruce Urban moved to approve agenda as posted.

Second by Johnny Wells

Action: Motion Passed.

APPROVAL of MINUTES

Motion: Johnny Wells moved to approve the minutes of September 15-17, 2011

Second by Nancy Wingenbach

Action: Motion Passed.

Committee Reports

Management-No report

Finance-No Report

Governance- Karen Anderson, Chair of Governance, moved the following changes to the policy manual:

Section C-Finance

#1- Substituting the word Institutional for National to provide clarity.

C.1.1-Destination Imagination, Inc. will offer signature sponsorship opportunities for institutional sponsors of its programs. The Board will review these signature opportunities on a yearly basis.

#2- The Development Committee recommends that we amend the following policy in order to eliminate the limiting language “review the essentials of these with the Board prior to execution.”

C.1.2-Destination Imagination, Inc. must have executed agreements with institutional sponsors for the various levels of signature opportunities.

C.1.5-Sponsors will be encouraged by Destination Imagination, Inc. to establish affiliate sponsorships on a local basis to the extent possible. (removing the word “national”

The Finance Committee recommends that we rescind Policy C.5.4, Affiliate License Agreement which addresses the pricing for new Affiliates and that we rebate the monies we have collected from Scotland pursuant to that policy.

In Section D

D.10.2 Individual donor levels will be set at: (from Development Committee)

Friend	\$25-99
Bronze	\$100-249
Silver	\$250-499
Gold	\$500-999
Platinum	\$1,000 and above

D.10.3 In kind levels will also be recognized as per the wishes of the donor.

D.10.4 Renumbered (used to be D.10.3) Remove the reference to Leading the Way

D.10.5 All gifts will be acknowledged within 72 hours of receipt.

Seconded by Eric Wolff

The Governance Committee moves the revisions to the By Laws Revision document sent to all board members.

Motion: Karen Anderson moves

Second by Eric Wolff

Action: Motion Passed

CEO Report-Chuck Cadle reported on activities currently underway:

1) Media Blitz in six target markets. Weekly blitz includes web, PR, and social media followed in mid-November with a National PR campaign and the launch of PSAs. He explained the criteria used in selecting the markets.

2) Affiliate license agreement rewrite underway.

3) Development:

Heather Gaskins raised \$8K to fund purchase of books for the NHSA launch in 4 markets. The donor is KPMG.

George Jacob and Heather are now working with the Development Committee on strategic planning.

4) DII to host a Camp Development challenge writing weekend Oct. 28th.

Global Finals kick-off meeting scheduled in Cherry Hill on November 11th.

5) Updated proposal for new website was presented by the Creative team.

6) Kevin McDonough was able to obtain a grant for \$40K against a \$63K HVAC upgrade.

7) Accounting is preparing for the year end audit which begins 10/24/11.

8) DI University launched 2 training modules-very positive reception. Two additional models to be added next.

9) Emily Panasowich has identified 4 new International affiliates.

10) NHSA-training to take place on October 13th. Sheila, Heather and Andrew will be doing the training.

11) Business Plan has been finalized with all revisions to be completed and forwarded this week.

Development Committee- has a teleconference scheduled for Nov. 1st to discuss the Mission and Vision.

MOTION: Karen Anderson moved to accept the Committee reports

Second by Pamela Schroeder

Action: Motion Passed

Old Business

Affiliate License Agreement

Lengthy discussion regarding AD group becomes an Advisory Group

The next teleconference meeting is scheduled for Nov. 9, 2011.

Motion: Johnny Wells moved to adjourn the meeting.

Second by Eric Wolff

Action: Motion passed

Meeting adjourned at 9:30 p.m. EDT

Respectfully submitted

Maureen Donovan