

03-18 Board Meeting Notes: Website Demonstration, Event Planning, and Fundraising

Date: 2026-03-18 17:04:20

Location: Cooper room

Participants: Bill Nelson, Ed Leary, Jack Wilson, Bob Leggett, Rick McDonald, Rich Gwyn, Chris Stephenson, Bryan Bolling, Marliisa Bannister, Lisa McDonald, Ed Heskamp

Meeting Notes

Approval of Previous Meeting Minutes

- Bob Leggett motioned to approve the minutes from the March 4th board meeting.
- Ed Leary seconded and approved.

Fundraising and Event Planning

- **Golf Tournament Fundraising:**
 - A reminder about Reskit's golf tournament prompted a discussion on the club's own event.
 - It was noted that no one is currently in charge of fundraising for the tournament for the upcoming fiscal year (this fall).
 - No further action, like sending invitations, can be taken until a fundraising lead is assigned.
- **Event Details:**
 - The group discussed pending details for "Impact Events," including the Education Dinner, the Exchange Club business meeting, and the Grant Night.
 - The Education Dinner is scheduled for the end of April.
 - Bryan is coordinating with Bob on the Angel Oak Award Banquet.

Website Demonstration and Management

- Bryan presented updates to the club's new website, built on the Wild Apricot platform.
- **General Content and Structure:**

- The “Board Members” and “Committees” pages were consolidated into a single “About Us” section.
- The pillars section was reordered to match the national exchange club’s layout.
- All members need to review and validate the website content for accuracy.
- The new system features a user-friendly drag-and-drop interface, making it easy for an administrator to add new pages or link PDF documents like meeting minutes.
- **Fallen Heroes Page:**
 - The page currently uses placeholder content.
 - Information and photos for the actual heroes honored by the club over the past rolling year will be provided and updated.
- **Speaker Spotlights:**
 - The section now shows the last four speakers.
 - Suggestions were made to add speaker photos (next to their organization’s logo or in the text), bios, and potentially a link to a PDF of their presentation.
 - It was agreed that permission is generally not an issue for posting photos of adult speakers.
- **Contact Us Page:**
 - It was suggested to use a contact form instead of listing personal email addresses. Submissions would go to a central mailbox accessible by board members.
- **DNS Management:**
 - The custom domain `ks-exchangeclub.com` is managed by Member Clicks. The club must work with them to get the domain released and then pay a provider to point it to the new website.

Website Governance and Content Migration

- **Governance:** A clear process is needed for managing the website to avoid disorganization. It was suggested that one person should control the look and feel, and events should be linked under the “Events” section.
- **Newsletter:** The April newsletter will be created using the old system. A PDF archive of past newsletters will be created and placed in the members-only section of the new site.

Event Registration and System Usability

- **Software Bug:** A bug in the Wild Apricot software incorrectly displays a “guest registration is required” message for dinner meetings. The provider is aware and working on a fix.

- **Standard Registration Process:**
 - The event list shows upcoming events for the current year.
 - The process requires users to enter their email address, even if logged in. While seen as redundant and adding extra clicks, this is a limitation of the system.
 - The system ties ticket types to membership levels; full members (and 'at large', 'six-month', 'nine-month' members) are not charged for regular dinner meetings.
- **Special Event Registration:**
 - Non-dinner events (e.g., golf tournament, race for the cure) will require custom "one-off" setups. This could include options to buy mulligans or sign up as volunteers.
 - For the Angel of the Ward (Angel Oak) banquet, registration is a work in progress. All attendees, including "at large" members, will pay the guest rate.
 - For table sponsorships, the system must capture guest names for assignments and name tags.
- **Guest Registration:**
 - The system needs to differentiate between non-paying "prospects" and paying guests (e.g., spouses), who will be charged \$55.
 - Capturing only the guest's name is sufficient for check-in.
- **Dietary Restrictions:** The system needs a way to capture dietary needs. A free-text field was suggested over a predefined list to accommodate unique restrictions.

Email Communication and RSVP Process

- An announcement email will be sent two weeks before an event, with "Register" and "Not Attending" buttons.
- A follow-up will be sent one week prior only to those who haven't responded.
- A final reminder will go to registered attendees 2-3 days before the event.
- This automated system is seen as standard and will reduce manual follow-up work. Concerns about "email fatigue" were noted.

Financials, Payments, and Administration

- **Fundraising Goal:** The "donation goal" label on the website was changed to "fundraising goal," and a target of \$175,000 was set.
- **Donation System:**
 - The donation categories (pillars) need to be verified so donors can earmark contributions.

- Donations received this calendar year should be retroactively entered into the new system.
- **Payment Processing:**
 - The payment system must be set up before the website goes live. The team also needs to upload the tax-exempt document to get a refund for taxes paid during setup.
- **Guest Payments:**
 - Guests can pay online via credit card or offline via check. The system will auto-generate an invoice upon registration.
 - If a guest registers but doesn't attend, the member is still responsible for the payment as it impacts the club's donation funds.
- **Membership Levels and Contacts:**
 - The "at-large" membership option will be removed from the public "Join Us" page but will remain in the backend for existing members.
 - Sponsors will be set up with their own membership levels (e.g., Gold, Platinum) with distinct pricing.
 - The subscription plan is based on contact count (currently up to 250). Donors will be added as contacts, and contacts from one-time events can be archived to manage costs.
- **Administrative Controls:**
 - The new system will allow for tiered admin permissions (e.g., payment admins, event admins) to improve control and prevent issues like manually clearing invoices without recording payment, which caused confusion in the old system.
- **Registration Cutoff:** A registration cutoff time (e.g., 48 hours prior) needs to be set for events to provide a final headcount for catering.

Next Meeting Arrangement

- The next meeting is scheduled for **April 15th at 4:30 PM** in the Cooper room.

Next Arrangements

- Chris to reach out to John to determine who will lead the golf tournament fundraising.
- All members to review website content and validate its accuracy.
- Work with Member Clicks to release the ks-exchangeclub.com domain.
- Set up the payment processing system to enable payments and donations.
- Follow up on obtaining a tax refund by uploading the tax-exempt document.

- Define and configure the donation settings, including verifying pillars and retroactively recording donations from the current calendar year.
- Set the website fundraising goal to \$175,000.
- Remove the “at-large” membership option from the “Join Us” page.
- Create a contact form for the “Contact Us” page.
- Obtain and add speaker photos and bios to the “Speaker Spotlight” section.
- Obtain and update the “Fallen Heroes” page with the correct individuals honored by the club in the past year.
- Finalize the registration process for the Angel of the Ward banquet.
- Configure the system to differentiate between non-paying prospects and paying guests.
- Implement a free-text field for capturing dietary restrictions.
- Refine the email notification schedule to balance reminders and avoid “email fatigue”.
- Create a PDF archive of past newsletters for the new website.
- Agree on a governance process for website updates and admin access.
- Plan the custom setup for the race volunteering and golf tournament events.
- Finalize details for the Education Dinner and Grant Night.
- Set up registration cutoff times for events (e.g., 48 hours prior).
- Brian and another participant will finalize and present sponsorship and donation options for Angel Oak.
- The April newsletter will be created using the old system.
- [Speaker 4] offered to help with the to-do list and answer questions.
- Bob to verify the scholarship amount awarded from last year’s numbers.

AI Suggestions

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AI has identified the following issues that were not concluded in the meeting or lack clear action items; please pay attention:

1. **Critical Role Unassigned:** A key risk was identified for the golf tournament: there is no one in charge of fundraising. A definitive owner for this role was not assigned.
2. **Lack of Ownership and Deadlines:** The task of validating all website content was assigned generally, but no specific owners or deadlines were set, which may delay the process.
3. **Unresolved Governance:** A final decision on website governance—specifically who will be the primary webmaster and the exact rules for content updates—was discussed but not formally decided.

4. **Domain Transfer Lead:** There is no clear owner assigned to lead the domain name transfer process from Member Clicks to a new provider.
5. **Unresolved System Limitations:** The conflict between the system's requirement for users to re-enter their email and the desire for a simpler registration process remains unresolved as a known software limitation.
6. **Undefined Admin Roles:** While the need to define user roles (e.g., payment admin, event admin) was discussed, a specific plan to define and assign these roles was not established.
7. **Unclear Procedures:** The process for handling members locked out for past-due payments was identified as a problem, but a new, clear procedure was not defined. The process for handling and tracking unpaid guest invoices was also not finalized.
8. **Unresolved Legal/Permission Policy:** The issue of permission for posting speaker photos and presentations was discussed but not formally resolved with a clear policy.