

WESTERN ASSOCIATION FOR BIOFEEDBACK AND NEUROSCIENCE

Wednesday, January 4th, 2017 8pm Meeting Minutes
Regular Monthly Meeting of the Board of Directors

Call in: 641-715-3276

Code: 1080072#

- I. **Call to Order:** The meeting was called to order at 8:11pm
- II. **Members Present:** Jane Kingston (Secretary/Treasurer), Gary Schummer (Law & Ethics, Past President) Kathryn Kimball (PR & Marketing)
Amir Ramezani (President, presiding) Katee Wynia (Membership) Rick Harvey (Ex-officio)
- III. **Members Absent:** Leighton Grampp (Student Committee)
- IV. **Also in Attendance:** John Mekrut and Siegfried Othmer (arrived late) and Serena Wadhwa (Executive Director)
- V. **Approval of Minutes:** Minutes approved

VI. Officer's Reports

President: Address a few items before conference items. Introduced Bill Mitchell to be new board member and after some discussion, will need to check Bill is a member of WABN. Katie motioned and Jane seconded. All in favor pending membership to WABN. 2nd item discussed was adding benefits of membership to website. Gary will post consolidated suggestions including Write-Mind Collaborative (see attached). Introduced Kathryn (PR and Marketing) who discussed marketing ideas (See committee reports). Really impressed with the conference, well coordinated and compliments from attendees. The strategic planning meeting discussed the need of a minimum of seven members for the board to comply with our bylaws. President elect for next year needs to be found and by February or March. We also need to recruit chairs and members for committees.

Secretary/Treasurer: Nothing to report. Katee mentioned that we had made approximately \$10,000 for the conference.

VII. Committee Reports

- i. **Marketing & PR:** (Kathryn): Discussed marketing ideas including design, marketing, products, TV, wellness groups and networking opportunities; website optimization (SEO); options for membership; content for press releases including bios and photos; long term goal is social video; spokesperson list; Rick brought up videos from recent conference and Katee will follow up with Jeff
Action items: content development ; list of people to interview; video follow-up
Motion to create Content Package (Amir), John second, all in favor.
- ii. **Education** (Gary) proposed to itemize inventory and review items. Jane motioned to make space in the budget and all approved.
- iii. **Ethics** (Gary) Nothing to report.
- iv. **Conference** (Amir) Determining annual conference location.
Board moved and approved for SFSU for regional conference May 6th or 7th Board agreed on 3-6 speakers will need 5-6 rooms. Provide continental breakfast, snacks and lunch is on-your-own.

There was discussion about concerns with the annual conference at Sofia, due to accommodations, travel, etc. John asked about logistics for TT's conference. Estimated 150-200 attend.

- v. **Student** (Leighton) Chairperson not present.
- vi. **Membership** (Katee) No report

VIII. Regional Meeting 2017

- i. SFSU May 6th or 7th approved. Will discuss theme and content.

IX. Annual Conference Committee

Discussed several options and advantages/disadvantages with certain locations. Siegfried offered some funding may be available for livestreaming from the annual conference. Discussed Reno as an option and Katee questioned whether members are willing to travel. Also discussed cost. Siegfried offered his office space which can hold about 100 people and there is access to the hotel next door for overflow. Gary will contact Nicole on the 14th (when she returns from vacation).

ADJOURNMENT

Jane made a motion to adjourn, John seconded Meeting ends at 9:33. Note several members left the call at 9:15 when a call out was made about the time.

Respectfully submitted,
Serena Wadhwa
Executive Director