

Member Meeting Agenda
Saturday, November 14th, 2020 -- via Zoom

Roll Call

1. AERC – Karen Reynhout
2. AVS – not represented
3. BEVES – Whitney Durviage
4. CARE – Jack Henderson
5. COVE – Dani Russ
6. CWVS – not represented
7. FSVS – Tara Britt
8. OVS – Pam Fulkerson
9. PVC – Eva Sikorska
10. VRS = Megan Rector
11. UVS – Aaron Wey
12. Sterling – Rebecca Swimmer

Nominating Committee (Vice President) WELCOME BOD MEMBERS

13. Completed electronically
 - President Elect – Karen Reynhout Yay 10 votes 100% Nay & Abstain 0%
 - Treasurer – Anne Feltmate Yay 10 votes 100% Nay & Abstain 0%
 - Secretary – Courtney Hubrecht Yay 10 votes 100% Nay & Abstain 0%

11 potential votes 91% voted (10) 51% required
14. Emily and Jade concluding Board Service today – sincere gratitude from VSPA BOD and Members!

Treasurers Report (Treasurer)

15. 2019 Tax Return Filed on time
16. P&L and Balance Sheet Review - presented by Emily
17. Pam paying bills & sending invoices, scanning all documents & copy Treasurer, Treasurer to reconcile bank statements
18. 2020 – 2021 budget projections – attached 03-2021
19. EIDL funds unused as of now

Agenda Committee Report (President)

20. Expected excess sponsor funds of 4.7k for this conference
21. Spring 2021 Charlotte May 12th -14th Wed-Fri w/BOD 11th potential for virtual conference – strong preference for hybrid conference with expected vaccination of veterinary personnel. Speakers to have option of virtual or in-person
22. Fall 2021 location Santa Barbara or Charlotte – confirmed dates Nov 5th – 7th Fri – Sun w/ BOD on 4th

Publishing Committee Report (Secretary)

23. 2020 article scheduled for Dec 2020 – Patterson [Insight Companion November 2020 \(ggdigitalpublishing.com\)](https://www.ggdigitalpublishing.com)
24. 2021 article - hold until this conference complete, schedule committee zoom

Operational Management Education (Treasurer)

25. Three members unable to submit data and are excused from Wed AM Mgt Stmt session
26. Edits to Management Statement format this year
 - a. – 3 mo time frame to look at scheduling and tech allocation resources.
27. Proposal to collect COA from new (and current) members to map onto VSPA Mgt Stmt - approved
28. Proposal to encourage members to adopt the AVMA/VMG COA - approved
29. NDA's verified for all Management Statement Attendees

Website & Social Media Committee (Officer at Large)

30. Active VSPA social w/FB & TW focus now, recently added YouTube channel, hold Instagram & LinkedIn
 - a. Discussion of target audience and potential success of social accounts for VSPA. Members were unaware that VSPA currently has no cost for Social posting. Members want IG & LI added focus

Metrics ---

Average engagement per photo & video: 3

Average link clicks for posted links: 5

Average reach around 30 people per post (number of people seeing the post, will go up if more people follow the page as opposed to just liking)

+101 page likes in 2020

+139 page followers in 2020

Engagement rate higher on organic content, but still only around 10-15%. Want to encourage more followers to interact with the page.

Membership Committee (Immediate Past President)

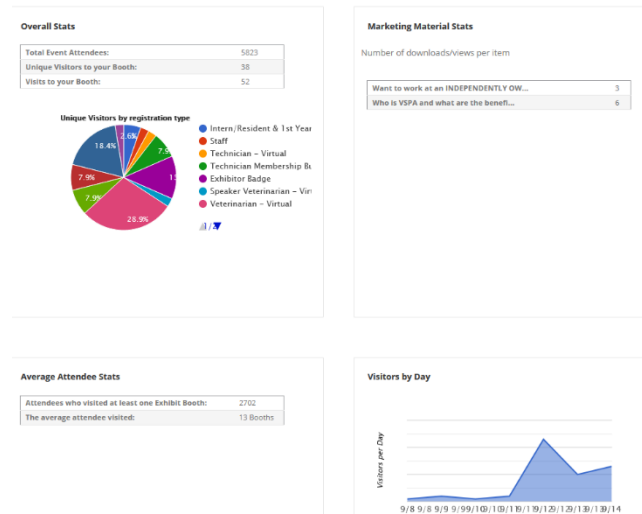
31. VMG sold to Covetrus – some VMG members unhappy w/change - opportunity for VSPA
32. Two guest hospitals this conference - Barbara – Madison in WI and Lisa – Westford in MA
33. VSPA member recruiting video to be completed and posted early 2021
34. Friday afternoon chats continue to be successful – invite potential members to join the Zoom
35. ACVIM Report mid-way (3 months) (see next section)
36. Plan for ACVIM & VECCS 2021 – some of the 2020 payments apply to 2021 booth (see next section)

Clinician & Technician Recruiting Task Force (Secretary)

37. ACVIM 2021 – REFUNDED – pd from 2020 clinician recruiting budget, use VSPA funds to pay 2021 booth
38. IVECCS 2021 (hybrid) – used funds for 2020 marketing, pre-paid 2021 job fair – 38 visits/3 vid/6bro
39. Discussion of 2021 Member Contribution – decision to repeat 2020 (2k level three, 1.5k level two, 1k level one)– motion Aaron, 2nd Karen. - all in favor

Post meeting note – see 2021 budget for 2020 reconciliation \$6,860 carryover to 2021

Veterinary Specialty Practice Alliance Virtual Booth Statistics



Other:

40. Select new committee members for 2021 - short on time – Current committee members to continue for 2021 and PDS to post volunteer request to Slack.
 - Merrilee Small to join Operational Management Education Committee
 - Bob Bellamy, Todd Bishop, and Megan Rector to join Colleague Acquisition Committee
 - Whitney Durviage and Bob Bellamy to join Member Recruitment Committee

Updated for 2020 – 2021

Fall 2020-2021 Officers (not elected position)

2021-2022 VSPA Officers	Voting Member	Term	Current Officers	Boarded	DVM	Term Expires
Immediate Past President	no	1 year	-	no	no	n/a
President-Elect	no	1 year	Karen Reynhout	no	yes	Fall 2021
President		2 years	Danielle Russ	no	no	Fall 2021
Vice President		2 years	Tara Britt	yes	yes	Fall 2021
Treasurer		2 years	Anne Feltmate	no	no	Fall 2022
Secretary		2 years	Courtney Hubrecht	no	yes	Fall 2022
Officer at Large		2 years	Jack Henderson	no	no	Fall 2021

* need boarded DVM fall 2021

* need Vice President and Officer at Large fall 2021