

# STMA Board Meeting Report

The STMA Board of Directors met on April 6 and 7, 2001, in Denver, CO. The Board approved the minutes as submitted of the Tampa, Florida, 2001 meetings: the January 16th pre-Conference Board Meeting; the January 20th STMA Annual Meeting, and the January 20th post-Conference Board Meeting. The Board also approved the Financial Reports as submitted. Major areas addressed by the Board follow.

Representatives from Adams Business Media met with the Board and introduced their concepts for revamping and upgrading the magazine. Their presentation met with Board approval.

The STMA Survey Committee presented the preliminary data. This also was supplied to Committee Chairs. Committees are to request data to be further refined to fit their primary functions.

The STMA Marketing Committee submitted a series of proposals to the Board with a request for the Board to review the proposals as outlined and define which were primary functions of the Marketing Committee and which were primary functions of other Committees to be supported by the Marketing Committee. The Board was asked to then prioritize the Marketing Committee primary functions in line with the ongoing timelines of the overall STMA Strategic Plan. With Board Members either serving as Chairs or as key members of the other major STMA Committees, the meeting provided the most efficient forum for accomplishing this.

Abby McNeal, Chapter Relations Committee Chair, presented Committee requests for Board approval, including: recommendations for revision of the Chapter Procedures Manual, authorization for a series of regional Chapter Conference Calls; approval of the Speakers Bureau forms and authorization to proceed with developing it. All of the Committee's requests were approved.

M. J. Calvert, member of the Website Committee, presented the Committee's recommendations to upgrade the site which she had

incorporated into a graphics website format. She and Committee Chair, Lynda Wightman, asked for feedback for Committee review. The Committee also will be reviewing design proposals and proposals for ongoing maintenance.

The Board reviewed the updated trade show plans for the 2002 Conference in Las Vegas utilizing the Cashman Center, provided input for the Conference program, and assigned a committee to review the vendor sign up process for future trade shows.

The next STMA Board Meeting will be held July 27 and 28, 2001.



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