

**Minutes from SATW Virtual Annual Conference
Eastern Chapter (EC) Meeting
Wednesday, October 14, 2020 (4:15 pm-4:45 pm EST)**

Call to Order – 82 Eastern Chapter members on the call

4:15 pm EST Meeting called to order by Chair Kim Foley MacKinnon (KFM)
Motion seconded by Secretary Joan Brower (JB)

Introductions

Chair Kim Foley MacKinnon welcomes Eastern Chapter (EC) members to the Virtual EC meeting; acknowledges and thanks Eastern Chapter Past Presidents and Marco Polos for their service to the organization.

Minutes from 2020 Meetings

KFM acknowledges and presumes Minutes from 2019 Chapter meeting are approved.

Treasurers Report

EC Treasurer Teresa Delaney (TD) delivers the Treasurers Report. Chapter began January 2020 with a balance of \$43,184; concluded July 2020 with a balance of \$40,698 (expenditures included website redesign and other costs associated with Chapter meeting that was canceled).

New Chapter Business

Kim (KFM) welcomed 10 new members to the Eastern Chapter: Lisa Skirloff (NY, NY); Mimi Whitefield (Miami Lakes, FL); Jennifer Huber (port Charlotte, FL); Susan Barnes (Tampa, FL); Whitney Bowers (Poughkeepsie, NY); Lisa Beach (Winter Springs, FL); Jennifer Prince (Lynchburg, VA); Lesli Peterson (Tucker, GA); Laura Beth Strickland (Vicksburg, MS); Julie Tremaine (Pawtucket, RI).

Kim acknowledged and named returning and new Board Officers:

- Kim Foley MacKinnon, President
- Theresa Medoff, First Vice Chair
- Caroline Eubanks, Second Vice Chair
- Joan Brower, Secretary
- Teresa Delaney, Treasurer
- Renee Sklarew, Active-at-Large (to be replaced by Lesli Peterson)
- Cheryl Andrews, Associate Representative (to be replaced by Barbara Golden)
- Suzanne Wenz, Associate-at-Large

EC Member Survey Results / Regional Meetings 2021 / Chapter Meeting 2022

First Vice Chair Theresa Medoff (TM) announced that upon withdrawal by Chapter meeting host Oklahoma City due to the Covid pandemic, a membership survey was conducted to gauge a preferred meeting format for 2021. Response rate was 135 members, or just over 38 percent of EC membership. Majority expressed reservations about flying and/or meeting in large groups. More than three-quarters voted to change the meeting structure for 2021 to three regional, drive-to meetings that would accommodate approximately 25 members each.

As the best way to reconfigure the 2021 EC meetings in response to survey results, the EC Board stated its objective to hold three smaller meetings in a distribution of areas in late-Spring/early-Summer 2021 in the Northeast, mid-Atlantic, Southeast.

Theresa advised that the EC Board has accepted a host bid for 2022, but is accepting proposals for 2021 (smaller regional meetings), 2023 and beyond, when we can hopefully return to full Chapter in-person registration numbers. The standard meeting RFP has been revised to lay out parameters for a socially distanced meeting. Those interested in submitting an RFP for a future Chapter conference should contact Theresa.

She also noted that as Clips for Cash was not executed this year, a drawing will be reinstated in future. The EC Board is considering how and where to present awards.

Looking Ahead / Miscellaneous

Kim announced that the full SATW annual Convention will be taking place in Milwaukee, October 3-8, 2021. The SATW Board will be lowering membership fees for all, but requests that members consider paying full dues if you are able.

EC Media and PR Annual Contest

Associate-at-Large Suzanne Wenz reported that 113 entries across 10 categories were received for the contest. Winners were selected by a qualified committee of judges who reviewed categories: Newspaper Article, Magazine (food and travel; cruise; family; blog), and Miscellaneous (multi-media; books; photography; public relations). Prizes will be sent to winners shortly.

Q&A / Comments

Associate Representative Cheryl Andrews (CA) noted that the Webinar Committee is meeting virtual on a weekly basis, and is seeking volunteers.

Member Meryl Pearlstein also is calling for more committee volunteers.

Kim noted that no official proposals have been received for the 2021 meetings as yet; no dates have been set but the objective is late-spring or early-summer in drive-to destinations for EC members.

Kim noted that the EC Board has been meeting regularly via Zoom to discuss future Chapter activities, meeting locations, webinar topics, etc.

SATW President Jane Woolridge joined the meeting to extend greetings to EC members and to praise Kim's participation as "a great liaison to the national Board and its committees."

Motion to Adjourn

Kim moved to close the EC meeting at 4:42 pm.
Robert Jenkins seconded the Motion.