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| Board Members | Present | Chair Stephen Jeanetta, Vice Chair Daniel Kahl, Treasurer Lionel “Bo” Beaulieu, Secretary Wilson Majee Executive Director Tammy Baxter, Jerold Braatz, Sarah Hultine-Massengale, Todd Johnson, Tanner C. Knorr, Neil Linscheid, Jesse Taylor, Kathleen Lopez |
| | Regrets | |
| | Absent | |
| CDS Members and Guests | | |
| Minutes Recorded By | | Secretary Wilson Majee |
| Meeting Called to Order | | By Chair Stephen Jeanetta at 3:06 pm CDT- USA |

I. Opening Items

A. Meeting Call to Order

- By Chair Stephen Jeanetta at 3:06 pm CDT- USA

Meeting Summary:

The board meeting began with discussions about member survey results and strategic priorities, focusing on membership growth and revenue diversification goals. Financial updates were shared, including a successful conference budget outcome and strong overall organizational financial position. The conversation ended with committee updates on membership terms, upcoming events and webinars, and plans for future conference sponsorships and site visits.

Key Takeaways

- CDS finances are stable with a \$14,455 net profit from the recent conference.
- Membership growth and retention identified as key priorities, with a target of 500 members.
- Strategic planning discussion focused on financial growth, membership, and programming/support for members.

II. Reports and Updates

A. Chair and Vice Chair Strategic Planning Discussion

Chair Steve Jeanetta and Vice Chair Dan Kahl reviewed the 2024 Membership Survey results and presented a strategic planning slideshow. The survey results showed high engagement among members, with strengths identified in convening, professional development, and publications, while areas for improvement included programming,

membership growth, and communication. Dan asked the board to provide input on strategic priorities, specifically regarding financial development, membership, and programs, with board members responding in the Zoom chat as follows: In the CDS 2025-2026 program year, one thing that I would like to see CDS complete is:

#1. Financial

- Neil: Stabilize and grow finances in a way that allows CDS to maintain an Exec Director and potentially a part-time assistant. Submit at least 1 grant application on behalf of CDS.
- Jerry: Clear fiscal management process for annual conference with clear explanation of deliverables and funding budget.
- Wilson: Continue to host conferences through less expensive venues such as universities.
- Steve: We need an organizational revenue target and to diversify our resource base.
- Kathy: This seems silly on the surface, but it came up during the student session - CDS-logo gear. We heard members say they would be interested in purchasing CDS merch. We would be happy to take some of that on in the student group or the membership committee.
- Sarah: Continue to grow the sponsored tracks opportunity at the conference (Financial & Programs)
- Jerry: Determine how many members we need to sustain the executive director position salary (Financial & Membership)
- Jesse: Adopting strategic fundraising goals with grants, donations, philanthropic relationships, etc., ideally driven by the board.
- Todd: We could develop a decision matrix that enables us to visualize which strategies provide us with the most bang for the buck.

#2. Membership

- Bo: Get our members to recruit colleagues or key contacts to join CDS
- Neil: A.) 350 members. With 75 highly engaged in committee's. B.) Do away with the member forum and replace it with a monthly online open forum zoom call.
- Tanner: We have begun cross collaboration between groups to maintain group membership, e.g., students, international community, and to build synergies between groups, e.g., membership committee and programs committee. Going further to ground our principles of good practice with the wider community development space will help with synergies within and outside CDS.
- Wilson: Explore ways to grow our international membership.
- Jerry: Determine how many members we need to sustain the executive director position salary (Financial & Membership)
- Kathy: Growth, yes, but also retention - Tammy mentioned earlier that the free memberships with conference registration do not seem to be turning into sustained membership. Maybe exploring this more; what would both attract and

keep people? And a second one, greater focus on institutional memberships b/c those seem to be some good bang for the buck + bringing in groups of members at a time.

- Jesse: Enhance CDS image supports driving up memberships, i.e., brand logo and website.
- Neil: (Regarding discussion on membership friend/colleague referral incentive) If I could get a 15 % discount on my membership for recruiting a new member that would be great.
- Tanner: Referral credits happen with apartment complexes, so why could not CDS use that strategy -- Bring a friend to CDS and when they sign up for a membership, you will get \$25 off for your renewal, up to \$100... or something like that.
- Jesse: 1 friend who becomes a member = 10% off and free shirt, 2 friends who become members =? 3 friends who become members =? 4 friends who become members ==? 5 friends who become members = Conference ticket and conference recognition
- Neil: Perhaps there might be a way to offer an CD Organization rate. I think of someone that might be an executive director at a CD organization but does not have the funds to pay for more than 1 member. Maybe for a slightly higher fee, up to 5 staff could be considered members. I think of Madhavi in Detroit, who has had multiple staff attend in the past.
- Neil: Target = double the number of CD professionals as members

The board discussed membership growth strategies and journal subscription options, with Stephen explaining that while increasing membership numbers could cost more on the journal side, it also generates more revenue from newer members. Tammy reported that only 19 out of 286 members requested hard copies, and Stephen clarified that the \$7,000 annual printing charge includes both electronic and print versions, with the difference between the two costing about \$20 per year. The group agreed to compile chat responses and identify strategic goals for the next meeting, with Dan and Stephen offering to help develop these goals, while Bo suggested a four-year target for membership growth and emphasized the need to better promote their journal articles and webinars.

The board focused on strategies to enhance conference sponsorship and attendance, with Jesse highlighting the success of a sponsorship track that attracted major funders and encouraged connections between attendees and sponsors. The team discussed reaching out to local banks and organizations to boost tourism and engagement, while Tanner mentioned a grant initiative for students and a list of potential funders. Neil emphasized the importance of a strategic discussion and suggested including more such discussions in future board meetings. The group also

discussed plans for a site visit to Savannah and the need to finalize a contract with Tina to schedule the visit.

#3. Programs or Other

- Bo: Get more libraries to subscribe to our journals
- Jerry: Increase attendance at Annual Conference from 29% of membership to 50%.
- Bo: Showcase the products we produce via webinars -- key journal articles and new books we publish
- Sarah: Continue to grow the sponsored tracks opportunity at the conference (Financial & Programs)
- Tanner: Considering a web option for the conferences will help for revenue generation and increasing reach/membership. (Financial & Programs)
- Sarah: Consider framing the webinars through the CDS principles -how do the topic showcase a principle in practice.
- Neil: Have a financially and programmatically successful conference. Hold one online pre-conference event. Find a way that we can have an online option for the conference. Find ways to add more programs that are directed at professionals.
- Jesse: Increased web-based education presence builds brand, delivers on professional development, increased membership, fundraising target achievement - link with other CD kin orgs to achieve this.
- Kathy: I loved something that came up in our meeting today that I think was an idea from Tanner and Kevin James, to incorporate sort of a “western/US viewpoint” and then larger global viewpoint on different topics in a webinar - this could be expanded on to incorporate research and practice, etc.
- Jesse: Increase Webinars frequency: featuring highly regarded researchers/professionals, sought after topics, international professionals.
- Jesse: Leverage partnerships and promote opportunities.
- Jesse: Promoting our brand and offers.
- Todd: Hire some film making students to come to our conferences to assemble brief “TED talk-like” products that are available on our website via membership.

B. Ratification of August 12, 2025, Board Meeting Minutes (moved to after Strategic Planning). The board reviewed and approved the minutes from the previous meeting.

- Moved by Kahl
- Seconded by Hultine Massengale
- CARRIED

C. Treasurer Report

Bo presented a positive treasurer's report, highlighting the financial success of the recent conference, which generated a net profit of over \$14,455. He noted that the organization is in a stronger financial position than last year, with the endowment growing and sufficient funds to cover expenses without borrowing. The board discussed the possibility of allocating funds to strategic initiatives, and Bo mentioned plans to meet with Tammy to determine the best use of recent donations.

Motion to Approve the Treasurer Report for period ending July 31, 2025

- Moved by Braatz
- Seconded by Majee
- CARRIED

D. Committee & Working Group Updates

Membership Committee (MC) Updates: The Membership Committee, led by Kathy, discussed the development of terms and conditions for new members, focusing on creating a concise, user-friendly document that aligns with best practices among professional organizations. They plan to finalize the document over email and review it with the Board and legal experts before implementing it alongside planned website updates. Tammy and Neil highlighted the need for a membership management database to improve data tracking and strategic decision-making, which will be considered for future implementation.

Programs Committee Updates: The Program Committee discussed upcoming meetings and events. Neil announced the first full committee meeting since the conference was scheduled for October 8. And a meeting with the conference planning committee on was scheduled for Oct 11. Neil noted that the Awards Committee would not begin work until January. Sarah provided updates on the 2027 site selection process, which is ongoing with Wisconsin, Denver, and Saint Martin being potential hosts. Tanner shared details about upcoming webinars, including one on October 20th titled: *From Research to Publication: Community Development Trends in Practice, Technology, and Scholarship*. This will be panel discussion featuring Craig, Norman, Rhonda, and Sofia. Another webinar will be on November 18th focusing on community development in Detroit.

E. Executive Director Updates

Executive Director presented the final 2025 CDS Annual Conference budget, highlighting final changes.

She reminded the board of a conversation the board had last month in which members voted on, for the Executive Director and up to three other conference planners to do a site visit for the 2026 conference. Executive Director had updated Bo on that and the \$4,000 that was voted on. First meeting with site host, Tina Patterson will be on Thursday; a final contract is not yet executed

Some key next steps include:

- Membership committee to finalize and submit terms and conditions document for board review.
- Program committee to develop conference themes and call for proposals.
- Explore options for membership/donor management software.
- Develop list of potential foundation connections for sponsorships.
- Continue 2027 conference site selection process.
- Schedule site visit for 2026 Savannah conference planning

III. Closing and Adjournment

A. Motion to Adjourn

- Adjourned at 4:28 pm CDT.
- Moved by Braatz
- Seconded by Taylor
- CARRIED