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| <b>Board Members</b>           | <b>Present</b> | Chair Stephen Jeanetta, Vice Chair Daniel Kahl, Treasurer Lionel “Bo” Beaulieu, Secretary Wilson Majee, Executive Director Tammy Baxter, Jerold Braatz, Sarah Hultine-Massengale, Tanner C. Knorr, Neil Linscheid, Jesse Taylor |
|                                | <b>Regrets</b> | Todd Johnson, Kathleen Lopez  |
|                                | <b>Absent</b>  |   |
| <b>CDS Members and Guests</b>  |                |   |
| <b>Minutes Recorded By</b>     |                | Secretary Wilson Majee  |
| <b>Meeting Called to Order</b> |                | By Chair Stephen Jeanetta at 3:03 pm CDT- USA   |

**I. Opening Items**

A. Meeting Call to Order

- By Chair Stephen Jeanetta at 3:03 pm CDT- USA

B. Ratify October 14, 2025, Board Meeting Minutes

- Moved by Beaulieu
- Seconded by Kahl
- CARRIED

**Meeting Summary:**

The board meeting discussed several issues including the editor transitions for the Local Development Society journal, and planning processes and financial projections for the Society, revenue strategy, and membership growth for CDS. To facilitate the discussion, Jerry presented detailed financial projections for the organization through 2028, outlining various revenue streams including memberships, journal royalties, and conference revenue. The board discussed strategies for achieving financial and membership goals, including plans for the upcoming Savannah conference emphasizing conference planning activities such as identification and pursuance of corporate sponsorships for the 2026 conference, marketing the call for proposals, pre-conference workshops, and sponsor tracks, and plans for the 2027 conference.

**Key next steps**

- Steve: Connect with Craig this week to discuss the process and structure for recruiting a new editor(s) for the journal(s), including whether to pursue an overall managing editor role or separate editors for each journal. Work with Craig and the new committee to ensure a smooth transition for the journal editor roles, aiming for new editor(s) to spend time with Norm before his departure.

- Steve and Dan: Form a committee to develop a strategy for recruiting a new editor(s) for the journal(s), including reaching out to Craig, Norm, and potentially Rhonda, as well as considering input from editorial board members and past search committee members (e.g., Abby Gaffey).
- Jerry: Work with the local host committee to identify and pursue corporate sponsorships for the Savannah conference, focusing on entities with missions aligned to CDS, and coordinate with a local committee member on this effort.
- Dan: Upload the updated list of universities and contact information to the shared CDS drive folder, using the direct link to be provided by Tammy, to ensure membership and site selection committees can access it without overlapping outreach.
- Tammy: Coordinate with the local Savannah team to obtain and share their list of local nonprofits with the membership committee for recruitment purposes, ensuring efforts are synchronized to avoid overlapping outreach.
- Tammy: Send direct email to recent conference attendees about the call for proposals to increase submissions, and continue marketing the call for proposals, pre-conference workshops, and sponsor tracks.
- Jerry: Continue entering information into the Google form about corporate entities in Savannah and identify a local committee member to collaborate on generating corporate sponsorship interest.
- Sarah and Site Selection Team: Continue efforts to identify and secure a conference site for 2027, with follow-up specifically requested with Daniel regarding Midwest contacts.
- Tammy: Finalize and launch the merchandise store on the CDS website and plan for a future student design contest.
- Finance Committee: Submit the 2026 budget proposal to the board for review at the next meeting.

## II. Reports and Updates

### **Chair and Vice Chair**

The Chair led a follow-up discussion about the planning processes and financial projections for the organization. He had Jerry present detailed projections which was followed by a long discussion.

### **Financial Projections and Revenue Goals**

By 2028, the goal is to reach 400 members, with projected revenue from memberships increasing from \$33,342 in 2025 to \$46,800 by 2028. Journal royalty revenue is expected to rise slightly, from \$62,000 in 2025 to \$63,500 in 2028. Conference revenue is projected to increase to \$50,000 by 2028, and other income sources like grants and board donations are expected to grow. Jerry expressed interest in enhancing corporate sponsorships and

mentioned potential opportunities in Savannah. The total projected revenue for 2028 is \$185,300.

### **Revenue Strategy and Membership Growth**

Jerry presented a detailed breakdown of potential revenue streams, including journal and book royalties, editorial support, and sponsorship opportunities. Bo emphasized the need for a strategic marketing plan to grow membership beyond universities, as current institutional support is declining. The group discussed the importance of increasing membership numbers to enhance the organization's relevance and impact. They also clarified the distinction between conference revenue and sponsorship revenue, with Jerry explaining that conference sponsorship revenue would be reinvested into the conference budget to cover expenses.

### **Revenue Diversification and Sustainability**

The group discussed revenue streams and fiscal sustainability, with Neil noting that diversification beyond memberships seemed more important than increasing membership numbers. Stephen clarified that the only fixed cost related to memberships was the journal subscriptions. The team debated setting a revenue goal, with suggestions ranging from \$185,000 to potentially higher, and Daniel and Bo highlighted that conference revenue, including registration fees and sponsorships, already exceeded \$200,000.

**At the end of the discussion, the board set a target of \$185,000 in revenue by 2028, along with membership and program participation goals.**

- Motion to adopt \$185,000 as CDS' three-year revenue goal.
  - Moved by Hultine-Massengale
  - Seconded by Taylor
  - Carried

### **Treasurer Report** - Financial Report as of September 30, 2025 – Voting Item

- Motion to Approve the Treasurer Report for period ending September 30, 2025
  - Moved by Majee
  - Seconded by Linscheid
  - CARRIED

## **III. Committee Updates and Conference Planning**

The meeting covered updates from various committees:

**Governance Committee:** No updates. Committee plans to start meeting in January in preparation for the upcoming conference.

**Membership committee:** Tammy shared a report from the membership committee which reported that the committee has been working on the website information, and on membership recruitment and retention strategy emphasizing that there is need to make sure our benefits of membership are truly benefits that are truly offered. The committee

wanted the list of universities uploaded so they can use it as part of the membership recruitment strategy.

**Programs Committee:** Sarah reported that there are good prospects in Colorado for 2028, but we are still on the hunt for 2027. Tanner reminded the board about upcoming final webinar of the year on the 20<sup>th</sup>.

**2026 CDS Conference Site Visit Updates** - Neil updated the board about the 2026 CDS Conference site visit that took place from 28<sup>th</sup> through the 30<sup>th</sup> of October. The CDS and host teams met and visited some of the spaces/rooms for the conferences, discussed accommodation, mobile workshops, and transportation. Neil reported having initiated some conversations about sponsorships with the host team. The team was happy and impressed with the outcome of the visit.

**The Executive Director:** provided details on the site visit to Savannah, Georgia, and suggested that the visit was productive and positive. Tammy reported that calls for proposals, pre-conference workshops, sponsor tracks, and the sponsorship page are all live, and will continue to market the conference. The call for The Best Paper Award competition was also open. Tammy briefed the board on the merchandise store to be put on the website and reminded the board of the Giving Tuesday on December 2<sup>nd</sup>.

#### IV. Closing and Adjournment

Adjourned at 4:31 pm CDT. Motion to Adjourn

- Moved by Braatz
- Seconded by Majee
- CARRIED