



NAI Wild West Region Planning Retreat 2020 Agenda

Saturday, February 1st, 2020 9:00am-5:30pm

Location: Crystal Cove State Park, Cottage #22

I. Welcome & Icebreaker 9:00am-9:50am

Break 9:50am-10:00am

II. Wild West Region Overview 10:00am-11:30am

- a. [Mission statement](#) (5 minutes)
- b. Reviewing the History of the Wild West Region & Past Activities (20 minutes)
 - i. Snapshot: NAI/Region 8 1988 - Wild West Region 2015 - Without Arizona 2017
 - ii. Past Workshops
 - iii. InterpCon
 - iv. Region Meetings at National Conference
- c. [Positions Overview](#) (20 minutes)
 - i. Director
 - ii. Deputy Director
 - iii. Treasurer
 - iv. Secretary
- d. Data Management & Gmail Account Login (10 minutes)
- e. Positions Onboarding (35 minutes)
 - i. Director (Led by Marissa Llanes)
 - ii. Deputy Director (Led by Marissa Llanes)
 - iii. Treasurer (Led by Kim Casey)
 - iv. Secretary (Led by Kim Loureiro)
- f. Questions (10 minutes)

Tour of Site & Lunch 11:30am-12:30pm

III. Wild West Section Meeting [Feedback](#), Workshop Planning Survey, & Regional Member Survey Recap 12:30pm-1:30pm



Break 1:30pm-1:40pm

IV. Planning 2020 1:40pm-4:00pm

- a. Revisiting the Wild West Region Name (20 minutes)
- b. Developing the Wild West Region Goals Using Member Input (20 minutes)
- c. Brainstorming Session on How to Meet Goals (30 minutes)

Break 2:50pm-3:00pm

- d. Wild West Region 2020 Schedule of Activities and Identifying Action Items (55 minutes)
- e. Setting a date for the next Wild West Region Planning Meeting (5 minutes)

V. Closing 4:00pm-4:10pm

Early Dinner 4:10pm-5:30pm

Dinner at the Crystal Cove Shake Shack

Materials:

- Markers
- Pens
- Large post it pads
- Post its
- Individual calendars
- Computers (optional but useful)



Leadership Contact Information

Name	Title	Pronouns	Contact Information
Marissa Llanes	Outgoing Director	she, her, hers	E: llanesm7@gmail.com C: 626-756-2265
Erin Gates	Incoming Director	she, her, hers	E: eringates13@gmail.com C: 805-844-9389
Blythe Wilson	Incoming Deputy Director	she, her, hers	E: blythe_wilson@icloud.com C:
Kim Casey	Outgoing Treasurer	she, her, hers	E: kimberly-casey@live.com C:
	Incoming Treasurer		E: C:
Kim Loureiro	Outgoing Secretary		E: mkimalive@hotmail.com C:
Ian Chadwick	Incoming Secretary	He, him, his	E: ian.chadwick22@gmail.com C:



Notes-----

February 1, 2020

Introduction

What do we hope to get out of today?

- Marissa - Community
- Kim C. - Laying the Foundation, More Member Engagement
- Blythe - Professional Development for Members
- Erin - Technology
- Ian- Inspiration

Wild West Region Overview 10:00am-11:30am

- Review [Mission statement](#)
- Review the History of the Wild West Region & Past Activities
- Snapshot: NAI/Region 8 1988 - Wild West Region 2015 - Without Arizona 2017
- Past Workshops: Amy Erickson, Director, Wanted to engage and grow regional Membership, 2011, 2012
- King Gillette Ranch 2015
- San Diego Point Loma 2016
- O'Neill 2017
- Desert Botanical Gardens, Phoenix, Arizona 2019 - in partnership region 7



- Past Engagement - Can be found on NAI Dashboard
- InterpCon
- Revisiting the “Wild West Name”- Transforming the Wild West Region
- Developing the Wild West Region Goals Using Member Input

Wild West Region Goals 2020 :

1. To provide support for networking events and activities.
2. To enhance our communication with region members.
3. To develop a network and framework for an open house visits.
4. To increase membership.
5. To develop a sustainable fundraising strategy.

Core Values:

- Justice Equity Diversity & Inclusion - Underlying themes diversity of interest groups
- Threading the communities together.

Goals & Strategies

Goal 1: To provide support for networking events and activities.

Strategies

1. Minimum quarterly in-person activity in the region. (4)
2. Minimum monthly virtual field trip (30 minutes) Zoom or Facebook Field Trip Friday. (12)
3. Minimum Monthly Workshops (Digital)/Webinar) - What is that person working on?
A recent success? (12)

Goal 2: To enhance our communication with region members.

Strategies

1. Develop a Communications Standard Operating Procedures (SOP).
2. Social Media - Facebook, Instagram (A minimum of 3-4 post a week).



3. Newsletter - Quarterly Newsletters sent via email list serve and posted on social media platforms.
4. Share member events and resources on all social media platforms.
5. Develop communication and relationships with institutions and organizations to achieve goals.
6. Maintain website.

Goal 3: To develop a network and framework for an open house visits.

Strategies

1. Making a list of potential hosts
2. Making an outline for proposals for hosts
3. Create the frameworks and expectation for hosts
4. Post Survey for assessing benefits.

Goal 4: To increase membership.

Strategies

1. Doing an audit of past, present members to determine gaps in membership to focus recruitment efforts.
2. List of Benefits Information Sheet
3. List of institutions and organizations we would like to recruit.
4. Quarterly: Each board member will meet with a potential member.
5. Doing an audit of past, present members to determine gaps in membership to focus recruitment efforts.

Goal 5: To develop a sustainable fundraising strategy.

Strategies:

1. Workshop auction
2. Donation based webinars
3. Swag for website and national and regional
4. Go fund me campaign



5. Develop List of Private and Corporate Sponsorship
6. Develop Levels of Sponsorship
7. Integrate fundraising into all events and activities
8. Sponsorship of other institutions and organizations

Additional Agenda Items

When will the regional workshop happen? May OR June

Moved by Blythe, Seconded Erin

Ayes: Marissa, Blythe, Erin,

Nayes: 0

Where will the regional location occur? Autry

Moved by Blythe, Seconded by Erin

Ayes: Marissa, Erin, Blythe

Nayes: 0

The purchasing of a Zoom account.

Moved by Erin, Seconded by Marissa

Ayes: Marissa, Erin, Blythe

Nayes: 0

The acceptance of the goals outlined today (2/1/2020)

Moved by Marissa, Seconded by Erin

Ayes: Marissa, Erin, Blythe

Nayes: 0

We will table the name change of the region until 2020 Regional Conference

Moved by Erin, Seconded by Blythe

Ayes: Erin, Blythe, Marissa

Nayes: 0