

MINUTES OF THE November 18, 2011 ISNA BOARD MEETING

1. President Sara Gasiorowski called the meeting to order. The Executive Committee met in executive session prior to the board meeting and was present.
2. Roll Call – All present except for the following excused absences:
  - Marsha Stephens
  - Mari Bolin
  - Jan Swander
  - Kathy Kane
  - Jennifer McFarland
  - Julie Sutton (Replacement representatives John Todd)
3. Introductions of new board members
4. **Motion made to approved the addendum of reading/approval of minutes of September board meeting and approval of the agenda**  
Moved: Pat Ramsey                      Second: Amy Anderson  
APPROVED
5. Board Orientation                      Sara Gasiorowski
  - Review of Board Book
  - Transfer of Materials
  - Committee Assignments
  - Code of Ethics
  - Calendar of events
6. Business Report:
  - Financial Report                      Tracy Huser, Treasurer  
ISNA Account Balances November 16, 2011

Checking	\$111,091.44
Savings	\$ 1, 289.81
CD	\$ 55,493.90
Totals	\$167,875.15

Financial balances of the Conference will be part of Association Services report.

  - Membership / Certification      Victoria Moore – No Report
  - Conference Update                      Cindy Licciardone  
2012 Conference plans have been started. The Innovation stations were a hit and are planned again.
7. Action Items for Votes:
  - Approve Treasurer’s Report
  - Approve appointment of Ad Hoc Committee on Marketing

**Motion to approve the treasurer's report.**

Moved: Jay Turner                      Second: Victoria Moore  
APPROVED

**Motion to appoint the AdHoc Committee on Marketing**

Moved: Donna Hook                      Second: Amy Anderson  
APPROVED

**Motion to approve the purchase a copy of the book "You don't need a title to be a Leader" by Mark Sandborn for every board member and chapter president**

Moved: Celeste Doods                      Second: Cindy Licciardone  
APPROVED

8. Mega Issue Discussion: Full Report Attached

9. Other Reports

- Presidents Report – Written Report – The president thanks everyone for all the help with the conference. It was successful and the evaluations were very positive. The president has been busy completing the ISNA Plan of Action, preparing Board Books, meeting with Chapter Presidents and Regional Reps, and working on an ISNA response letter to USDA on indirect costs.
- President Elect Report – Written Report – The president elect has begun the planning for the 59<sup>th</sup> ISNA Conference to be held October 25-27, 2012 at the Grand Wayne Center in Fort Wayne. There will be a focus on implementation of the Healthy-Free Kids Act and new meal patterns.
- Vice President Report – Written Report – The vice president will begin working on the Regional Meetings for the spring, getting the updates to the Awards posted on line, and working with the chapters.
- Professional Development – No Report
- Association Services Report – Carol Costerison  
The registration fees from the conference brought in \$145,050.00, FS Professional fees were \$51,459.00, DOE contributed \$10,000.00, Ways and Means brought in \$1,145.50, Chinese Auction netted \$1,250.00, and the 50/50 netted \$804.00. Expenses were \$93,659.26  
The Chinese Auction and 50/50 was divided by \$826 to Vera Bradley, \$826 to the American Heart Assoc.
- All other reports are in your packet for review.

**Motion to approve minutes from September ISNA Board Meeting**

Moved: Tracy Huser                      Second: Jay Turner  
APPROVED

10. Association Services - Carol Costerison – See Report Above

11. Regional Representative Chair – Lori Shofroth – No Report

Regional Representative 1 – Marsha Stephens – No Report  
Regional Representative 2 – Celeste Dooms – No Report  
Regional Representative 3 – Carla Clifford – No Report  
Regional Representative 4 – Lori Shofroth – Written Report  
Regional Representative 5 – Mari Bolin – No Report  
Regional Representative 6 – Kellie Collins – No Report  
Regional Representative 7 – Jay Turner – No Report  
Regional Representative 8 – Donna Hook – Written Report  
Regional Representative 9 – Shirley Alexander – Written Report

12. Website report – Lindsey Hill – School Nutrition & Fitness has a product that would be useful to our website.

**Motion to approve the use of School Nutrition & Fitness to host the ISNA website and to approve up to \$8000.00 for this.**

Moved: Amy Anderson                      Second: Cindy Licciardone

APPROVED

13. State Agency - John Todd reports that the new website is looking different. The address will be forwarded when the kinks are worked out. When finished it should look very similar to what it looks like now. They are being pushed to eventually move to the Learning Connection Community. CMP web will remain just as it is. They have an RFP out on the street for new warehouses. All districts should get food out of their current warehouse by June 1.

May not have to deduct as much as first thought for commodities due to a loop hole.

14. Past President Report – Amy Anderson

Executive Committee presented a MGM grant to Mary Castlebeury (Avon) to attend a ServSafe Class

Amy received a letter from Senator Dick Lugar thanking her for taking the time to contact him regarding the Healthy Hunger Free Kids Act.

**15. Committee Work**

**16. Reconvene**

17. New Business Items:

Dec 1 is deadline for the Louise Sublett Award.

**18. Motion to adjourn the meeting.**

Motion: Vicky Moore                      Second: Lori Shofroth

APPROVED

Addendum 1 Attached

## **Addendum 1**

Notes from Mega Discussion:

- **Mega discussion**                      **Chapter Members must also be member of ISNA and SNA**

What do we know

What resources do we have

What are the implications

Chapters – not active

Getting new folks – also in leadership

Incentives – leadership roles, attendance

Need Guidance – how to start a chapter, conduct a meeting

Generation Gap

Meetings need to be of educational value

Who drives the chapter: director or single unit individual

Membership – we have good growth and need to continue it

Resources NEEDED

Toolkit is a need

A survey is a need

A published list of chapters is a need

Chapters need the board minutes – maybe need to get them out sooner

Chapter to ISNA

Member perception that ISNA is not doing or cares

Send minutes to chapter presidents

ISNA notify member school boards of recognition of memberships

Logo to represent what the chapters reflect – tag line

Managers/directors need to improve communication to kitchen staff.

ISNA to Chapter

We support and ATTEND (Ex Comm members) -----minutes

Set the example by attending local membership

Locate and Reach out to Inactive Chapters

Attend all employee meetings (non member districts) Cold call directors

When we do get a new member – send a letter and pin to the new member asking for additional information - school address, job position (directors, managers, single unit)

Need to find out how many directors are members

ISNA needs to follow through – get a FFT into nonmember hands – get to regional reps

several extra copies and then they can get out to some nonmembers

Clarify Certification which should increase perception of the profession

ISNA must follow through

Get FFT into hands of non members through Regional reps

Need to Get a list of all school directors in state from State Agency

How do we get out to nonmembers (do we cover mileage) – talk to new directors – Cold Call directors

Sometimes ISNA seems too impersonal – people question who are you and why are you sending me this

We sent emails last year to every director – do we want to continue that? Yes

We need a quick logo that is different than IamISNA maybe we are here to help you help your kids.

Certification with SNA is very confusing – how many cafeteria workers go on to be educated – look at what we have spawned.

Better communication to your employees – managers don't get the communication down to the employees

Start way back with the line level people and need managers to invite nonmembers to come – how do you get employees to come other than to chapter meetings at night. Pick a student out (one that is a problem student) talk to the kid everyday – kid came back from high school –brought the kid back to the middle school to talk to that particular employee to help the child out.

How do we move this forward? Lori and her regional reps working to tell us what they need and experience and then ISNA developing/meeting their needs.

The more you know the more you grow.

May need to highlight a single unit person in every FFT

NEGATIVES – cost, time to organize and get data and create materials

Need to look at our resources

Asking us to do a bit more

Committees must take minutes when you meet – Sara will ask for copy of the monthly meeting minutes.

Toolkit – need a letter identifying what the certified employee has accomplished

Need a hairnet award

Can we have a quarterly time line – of what they have done to meet these guidelines.

Need to publicize the positive things that local food service employees are doing. Need to toot our own horn more.

Maybe next May work with Regional reps and Chapter pres. To get them up and going based on this work