

**Oregon PRIMA Board Meeting
February 17, 2023**

In Attendance:

President	Katie Durfee	P	Vice President	Niki Fisher	P
Secretary	Kevin Jones	P	Treasurer	Rob Gabris	P
Past President	Daedra Buntin	A	Director	Dustin Karstetter	P
Director	Bonnie Robbins	P	Director	Charo Miller	P
Director	Kara Kerpan	P			

I. Call to Order

10:23

II. Social Media Update: Nina Nelson of Tiny Unicorn Marketing

Nina met with the Board and provided a marketing plan that Katie will review after this meeting. Nina explained the goals of the plan and its focus on having our LinkedIn page reach more people by making the page public and accessible to non-PRIMA members.

Other goals included:

- Adding Information on membership and highlighting the benefits of membership
- Boosting attendance at conferences
- Sprucing up our website and keeping the front page more timely

She also discussed a conference membership drive, producing a newsletter and monitoring the number of clicks on emails as a tool to track traffic on our website.

III. Review of Minutes: January 2023 Minutes

Katie moved to approve the September meeting minutes as submitted. Niki seconded the motion; all were in favor and the motion passed.

IV. Treasurer's Report: February 2023 Board Report/January Statement Income Statement

Rob shared he will be retiring in June but will be available to transition treasurer's duties to the new officer. He also shared the February Treasurer's report showing OR-PRIMA has a spreadsheet balance of

\$34,374.73 at month's end and \$34,374.73 in its operating budget. Katie motioned to approve the treasurer's report. Dustin seconded the motion; all were in favor and the motion passed.

V. New Business:

A. Review and Approve Election Results for Board Director, Charo Miller

Katie motioned to approve Charo's appointment to the Director's position. Dustin seconded the motion; all were in favor and the motion passed.

B. Conference planning:

1. Spring 2023 @ Oregon Garden

a) Venue Updates

(1) Determine Registration Cost

Last year registration was \$55 for members and \$75 for non-members for early bird with \$15 additional for late registration. The Board agreed to keep the rates the same. Kevin will do a virtual demonstration on how to open registration for any Board members interested.

(2) PRIMA Board Team Photo/Headshots

Katie asked that any board member who is working with speakers scheduled to present ask them to provide bios and headshots. Robin Fournier, the Scotts Mills City Manager owns a photography business in Silverton. Her husband would be willing to take a team photo of our board, and then individual headshots for each board member. Katie motioned that in return for this, we will pay for Robin's registration (currently, non-member \$75) at our event – plus, \$25 for spouse's gas/mileage reimbursement to total \$100. We would also provide advertising for their business on our website through use of the

photos. Rob seconded the motion; all were in favor and the motion passed.

b) Session Descriptions

Katie will send out a draft of session descriptions to the board to review and approve. We will assign moderators for each session at the March meeting.

2. Fall 2023 @ Florence

a) Discuss Keynote Speaker Line-up

The board discussed potential keynote speakers and Katie asked that we try and make our decision by March. She will use the same spreadsheet as last year and plug in speakers and build an agenda. Strategies for how to build diversity within an organization and potential PTSD claims were discussed as possible topics. The Board also discussed offering vendors the opportunity to provide sponsorships for members to attend the conference.

b) Sponsorship Levels

Dustin proposed adding a higher-level sponsorship for \$7500 that included an unlimited number of attendees to the conferences and changing diamond level to 5 attendees. The Board also discussed adding the opportunity for sponsors at certain levels set up a booth at the event.

3. Fall 2024 Conference Site Proposal

Dustin mentioned the Best Western at Hood River could be a potential option for the 2024 conference and will contact them for a more detailed proposal.

4. National PRIMA Conference

(1) Attendance Scholarship

National Prima offers retirement scholarship to their members as a way to keep retired risk management professions involved and retain

mentors. OR PRIMA could also do this by having our sponsors award scholarships to members with our approval.

(2) Board Attendance/Reimbursement

Katie motioned to approve a \$800 reimbursement to any Board member that attends the 2023 National Prima Conference. Niki seconded the motion; all were in favor and the motion passed. The Board will discuss the specifics of the reimbursement for our Fall Conference for members who do not attend National Prima.

C. Update RIMS Partnering Event

Kevin will open registration for this event during the virtual demonstration.

D. Discuss Continuation of Monthly Webinars

The board agree to discontinue holding monthly webinars.

VI. Email items – Member Roster Clean-up/PRIMA Website

Dustin will continue to work with the Board to clean up and maintain the membership roster.

VII. Other business –/March Meeting Date

The Board decided to move the March meeting date to March 17th.
at 11:00

VIII. Adjourn

12:44