

Maryland Retired School Personnel Association
Board of Directors Meeting Minutes
Hybrid
December 10, 2024

Members Present: Betty Weller, President; Carla Duls, Immediate Past President/Nominating Chair; Tillie Barckley, Vice President; Dr. Steve Raucher, Treasurer; George Sparks, Jr., Parliamentarian; Wanda Twigg, Executive Director; Sally Smith, Area I East Director; Brenda Barnes, temporary Area II South Director; Dr. Debbie Chance, Area III North Director; John Sisson, Area III South Director; Dr. John Bowman, Bylaws Chair; Kathy Campagnoli, Community Service Chair; Alicia Hardisky, Finance Chair; Tom Slater, Legislative Chair; Leslie Heiderman Schell, Member Benefits Chair; Mary Holden, Membership Chair; Deb Ahalt, Public Relations Chair; Dr. Carroll Visintainer, Scholarship Chair; Harold Siskind, Travel Chair; and Debbie Hance, Newsletter Editor.

Members Absent: Sharyn Doyle, Secretary; Christina Doucette, Area I West Director; Phyllis Cherry, Consumer Education Chair; Ayana English- Brown, MSRPS Trustee; and Virginia Crespo, Legislative Aide.

1. Call to Order: A quorum being present, President Weller called the meeting to order at 10:12.

2. Welcome and Introductions: Members at home and present were welcomed.

3. Approval of Agenda: A motion was made by Dr. Debbie Chance and seconded by Leslie Heiderman Schell to approve the agenda with flexibility. The agenda was approved without objection.

4. Herrmann Proposal Presentation: John Albert, Chief Business Development Officer, Herrmann Advertising/Branding/Technology, presented a proposal for services offered to increase MRSPA visibility and membership. The three phases of the plan include a detailed discovery process, development of creative messaging, and a media buy breakdown. Concerns raised by the Board include specific target audience, appeal to various parts of the state, content of landing page, quantitative measure of success, budget, and flexibility of proposal.

Following the Herrmann presentation, Membership Chair Mary Holden moved on behalf of the committee that MRSPA move forward with the first phase of the proposal as presented. Following discussion, a friendly amendment was made to the motion to move forward with the Herrmann proposal up to \$30,000 in this fiscal year. The motion passed 13 to 1. An ad hoc committee has been suggested working with the Herrmann agency.

5. Minutes from the August 6, 2024, Board Meeting: The minutes were approved as written without objection.

6. Treasurer's Report: Dr. Steven Raucher reported that although revenue is down by \$72,000, expenses are also down \$435,000 leaving a balance of \$396,000 to date to cover budgeted commitments. He predicts that there could be an end of year surplus of \$40,000.

7. President's Report: Betty Weller referred to her written report.

8. Vice-President's Report: Tillie Barckley referred to her written report.

9. Executive Director's Report: Wanda Twigg referred to her written report.

10. Area Director Reports:

- *Area I West:* A written report was submitted prior to the meeting. Christina Doucette was absent.
- *Area I East:* Sally Smith referred to her written report.
- *Area II North:* Vacant
- *Area II South:* Brenda Barnes referred to her written report. She will vacate her position at the end of the calendar year.
- *Area III North:* Dr. Debbie Chance referred to her written report.
- *Area III South:* John Sisson had no report.

11. Standing Committee Reports:

- *Bylaws:* Dr. John Bowman reported that the committee will meet in January to consider bylaws revisions involving membership criteria and budget provisions to ensure that the bylaws support the organization.
- *Community Service:* Kathy Campagnoli reported that the "Giving Tuesday" food drive collected \$1601, and she thanked those who contributed to the annual Toys for Tots Drive. There were 85 Foundation Grant applications from 20 counties for the six \$500 2024 MRSPA grants. The winners are as follows:
 - *Area I West:* Kelly Miller, Flintstone ES, Allegany County, *CKLA Culminating Activities*
 - *Area I East:* Lisa Katz, South Carroll HS, Carroll County, *Sources of Strength "Be Kind" Campaign*
 - *Area II North:* Canisha Drew, Martin Blvd ES, Baltimore County, *Pen Pal Picnic*
 - *Area II South:* Rachel Dean, Patuxent HS, Calvert County, *Senior Magazine*

- Area III North: Kimberly Mielke, North Caroline HS, Caroline County, *TERP*
- Area III South: William Mills, Wicomico MS, Wicomico County, *Casting for Confidence Fishing for Change*

The six winners were officially approved by the MRSPA Foundation Board.

- *Consumer Education*: Phyllis Cherry was absent. Wanda Twigg reported that the recent webinar on Long Term Care was well received. It is now available on the MRSPA website.
- *Finance*: Alicia Hardisky reported that the committee will meet on January 7 at 9:30 to review the proposed budget for FY 2025-26 prior to the Executive Committee meeting.
- *Legislative*: Wanda Twigg reported that the virtual Legislative Workshop will take place on January 28. To date, Comptroller Brooke E. Lierman, Esq., newly elected US House Maryland District 3 Representative Sarah Elfreth, and Martin Noven, Executive Director Maryland State Pension and Retirement System, have confirmed.
- *Member Benefits*: No report.
- *Membership*: Action taken at the beginning of the meeting.
- *Nominating*: Carla Duls moved on behalf of the committee that Alice Mitchell, Dorchester County, be accepted as nominee for the position of President-Elect. There was no discussion. The motion passed unanimously. The committee will reconvene in January to seek nominees for the position of Non-Board Member to serve on the Nominating Committee. The nominees will be announced at the March Board meeting.
- *Public Relations*: Deb Ahalt reported that the committee had previously met with the Membership Committee to discuss the Herrmann proposal. A workshop was held on using the WIX platform for local websites. Committee members will report on the existing content of local websites at the January meeting.
- *Scholarship*: Dr. Caroll Visintainer referred to her written report.
- *Travel*: Harold Siskind referred to his written report.

12. Other Reports:

Retirement and Pension System Trustee: A written report was submitted prior to the meeting. Ayana English- Brown was absent.

Newsletter Editor: There was no report.

13. Unfinished Business: Dr. Debbie Chance shared the results of a survey she conducted in her locals concerning the recruitment and retention of members.

14. New Business: There was no new business.

15. Announcements: Wanda Twigg made the following announcements/requests:

- Requested that budget request forms and Executive Director evaluations be submitted as soon as possible.
- Expressed thanks for all who made donations to the Maryland Food Bank on “Giving Tuesday” and who brought toy donations for Toys for Tots.
- Emphasized the importance of submitting reports for the ABM by the March deadline.

16. Adjournment: President Weller thanked all present or at home for their attendance. After wishing all a happy holiday, she adjourned the meeting at 12:40.

17. Door prizes: Prizes were won by Dr. Carol Visintainer and Dr. Steve Raucher.

Respectfully submitted,
Carla Duls
Immediate Past President