

IPA/USA Board Meeting 7/14/22 Minutes –

Members in Attendance:

Deb Lawrence
Barbie Norvell
Cynthia Gentry
Marci Guddemi
LaDonna Atkins
Whitney Woodard
Summer Belloni

Deb opened the meeting with thoughts and condolences for Dorothy in the loss of her husband. Cards and expressions can go to Dorothy at:

Dorothy Sluss
1270 West Bear Wallow
Castlewood, VA 24224

Conference:

We currently have 25 registrants for the conference: we need at least 200 more.

Conference fundraising- we have \$15,500.00 from 4 sources thus far. If you know of anyone who might be interested in donating or becoming a sponsor, contact Amanda or Rusty.

Presenters for 44 sessions were accepted for Thursday and Friday. There will be presentations touring Tour Day, Saturday Oct 8 and each participant will select one of 4 tours on Saturday as part of conference registration fees. We need volunteers for these tours to help organize and coordinate communication.

If you can distribute the flyer to other organizations such as TASP and the US Play Coalition, please do. Barbie is going to reach out to Fran Manella from the USPC to see if she can get interest in conference attendance there.

Barbie, do you know anyone at SECA?

Summer suggested changing the language on the flyer from “Calling all Advocates” to different descriptors. Marci suggested “Calling all Play Enthusiasts” because not everyone sees themselves as an advocate, and this may be causing low enrollment for the conference. Deb made the changes on the flyer to appeal to a wider range of participants.

Information regarding the conference sessions will be included in the marketing materials in an effort to increase registration. Specific emphasis on public policy and research will be highlighted along with the different events such as tours, the hoedown, and Botanical Gardens. We will also add a list of “Who should come...” Marci is going to send Deb a list of potential targets to encourage participation. Deb is going to reach out to the Strong Museum of Play to get this out to their mailing list.

News from IPA World:

We are officially a nonprofit! All old assets are transferred over and Whitney now has access to the bank account. We can now apply for grants and funding sources other than just using membership dues for expenses.

Porch Play Chats:

We currently have 114 PPC through 7/16/22. If you're interested in participating, contact Deb.

Membership:

As of

<u>April 22</u>		<u>July 22</u>
Active	117	146
Lapsed	84	68
Pending (New)	21	19
Pending (Renewal)	8	2

Encourage conference attendees to join IPA to get a discounted conference rate. Marcy encouraged Deb to really emphasize this in conference marketing (and Deb created a new flyer and sent it out 7/18/22) in an effort to increase attendance.

Treasury Report:

Currently in Treasury:	\$32,472.00
Conference line item	\$22, 276.00

You can add IPA through Amazon Smile to increase donations to the organization. By connecting your Amazon account, every time you make a purchase through Amazon, IPA gets a donation.

Submitted- Barbie Norvell, PhD
July 19, 2022