

HLAA – Washington State Association Board of Trustees Meeting

August 24, 2013
Bellevue, WA
10:00am – 3:00 pm

Board Members Present: Karen Utter, Rick Faunt, Lilia Smith (Chapter Coordinator), Judi Carr, Sandra Bunning, Cheri Perazzoli, Michael Bower, Elizabeth Jensen, Greg Bawden, Don Gischer, Marsha Gladhart, Kate Johnston, Wes Brosman

Captioner: David Hart

Excused Absences: Glenda Philio, (?) Hilary Hilscher, John Waldo

Items in red indicate an action item:

Welcome and Introductions: The meeting was opened by Karen Utter. The board members and guests were introduced. Communication guidelines were reviewed.

Review of the 2013 National HLAA Convention in Portland:

- **New Contacts:** We awarded five scholarships: all five people attended and have received their reimbursements. All were from the Seattle area. We have had some very good feed-back from the recipients. It has made the Seattle chapter stronger and it has now applied for chapter status with HLAA. One other person from the Seattle group attended who did not receive a scholarship but a one day attendance was donated and given to a young lady, who then got a complimentary two days and did attend.
- **New Information:**
- **Lessons learned:** scholarships were valuable and have helped to make us stronger and recruit new members.
- **Discussion of looped venues:** deferred to Advocacy Report

Review of 2009 Strategic Report:

First area – define its purpose and objectives:

- On focus of meetings: should be for decision making and not information sharing: have committee chairs send reports to all board (one week?) before the meeting, as well as the agenda. Should have a board member calendar with target dates on it for completion of jobs. All of this could be on the website in a board member section. Have a to-do list at end of the minutes – with deadlines attached. Also have the minutes archived there. **Kate can set this up.**
- Need to see whole list of jobs board members can do.
- Have experienced people mentor new members: develop expertise in areas.

Second area – chapter development:

- Chapters need people of all ages to be really strong, even though people talk about age-related groups – they don't succeed. The new Seattle chapter has many younger potential leaders. We are working more with ODHHS and insisting that people with hearing loss work in the service centers and that is starting to happen. New state director of DSHS is Kevin Quigley and it appears now that our state is more "open" to supporting people with hearing loss. Cheri: **find a tool that we can use to train people and/or use online meetings. Kate will head up a sub group of, Greg, Lilia, Don, Cheri, Elizabeth and Marsha to investigate this.**
- Kate suggests that we have a Twitter account, as younger people use those more than going to meetings and may attract them as member. Also can use Facebook more effectively. **We need training in this? Who will do?**
- **Trustee Recruitment:** There will be a new member training sometime between the annual meeting and the first board meeting in 2014. We can look at the Twitter issue then.
- **Coalitions with like-minded organizations:** Karen has been working with ODHHS since took position. Tacoma service center has just hired a person who is hard of hearing and a member of HLAA to work in the center. Spokane chapter of HLAA is working with various organizations in that area. Some work is going on with the UW students. Other groups to work with: PSARA – Puget Sound retiree group that is very powerful in this area and a member wrote a proposal for city council to be looped; Universal Design Committee looks at how the needs

of people with disabilities can be built in to all architecture – not “special” but as standards. **Karen will find the list of organizations that we made several years ago and send it out to board.**

Chapter Jobs Review:

- Mail: now comes to Karen’s address; it is very difficult to change mailing addresses for an organization.
- Mail Sorting: Have treasurer receive all the mail relating to budget and money. Karen now logs in checks she receives, but would like to send directly to the treasurer and not log in. Not really the president’s job and needs to go to someone else while Karen has the president position. **Judi volunteered to pick up the mail once a week and then sort it and send it to appropriate people. Judi will also deposit all the checks that come in so can have in the bank in a timely manner.**
- E-mail lists for announcements using HLA-WA e-mail address:

Newsletter Review: see handout from Karen

- How much do they cost, i.e. bulk mail, each, returns, etc.?
- We print about 1200 issues each quarter – sometimes more if there are a lot of outreach projects that quarter.
- Who should we charge? Individuals, Professionals?
- Paid subscriptions are mostly from older people, and we do not have enough paid subscriptions to be able to use bulk mailing, but we bring up to the number by sending to audiologists, etc. The bulk of the funding for the newsletters comes from advertising.
- Should we ask for donations from professionals?
- Who gets free newsletters? Right now it goes to a number of audiologists and hearing aid dispensers that are not members. We have no way of knowing if they are displaying or reading the newsletters. How can we see if they want to continue receiving the newsletter? **Lilia will start calling the people who receive the free newsletters to see if they want to continue receiving, what they do with them, etc. Don will follow up with any that go to Whatcom County.** If we send the January 2014 issue out with a “this is your last issue” notice on it for all subscriptions if the subscription is expiring; letters have been successful, but are expensive. We also want to encourage hearing professionals to join HLAA.
- Solicit for business card size ads? Many chapters do this and it generates good money. Discussion of how to make room for the ads – choices are to reduce ad sizes, increase number of pages, or eliminate article space.
- Other ideas: Suggestion: give advertising discount to national HLAA members.

Website & Webmaster: review and add one person who can do announcements

- Newer format
- Stronger links to “Let’s Loop Seattle” and “WashCAP: websites
- Facebook: all encouraged to share and post on the HLA-WA page.

Reports:

Secretary: Minutes from May 4, 2013 Board Meeting approved as written.

Treasurer: See the attached report.

- Big Give Discussion: an additional \$1,142.17 in checks has been received – that is in addition to the \$10,897.08 already received, for a total of \$12,040.25. Thank you to Cheri for setting us up with the Big Give from the Seattle Foundation; it was very successful. She also did a large amount of outreach and asking of her circle making requests for donations. We can do this next year and will be in a better position to do it – lots of time to build awareness and to find matching donor grants.
- What do we do with the money from the Big Give; several ideas given, i.e. replace outdated FM and TOA systems; support of Let’s Loop Seattle projects (one project: offer incentives to loop rooms *chapters* can then use for meetings), new and continuing board member training; **Have a budget committee for this for budget revision to accommodate the new income: Elizabeth to chair, tentative members Rick Faunt, Cheri P, Don Gischer**
- Mail was received at this meeting with checks, and an **updated treasurer’s report will go out to the board within two weeks**

Chapter Coordinator Report:

- There is interest in a group in Vancouver and the person who is interested in organizing already has the equipment. They are proposing an organizing meeting on September 9th in the evening (will be on Facebook and website); Lilia is working with them on the planning. The Seattle group has applied for chapter status.
- The Whatcom chapter has applied to change their name to the Pacific NW Chapter.
- Tacoma is meeting every other month, trading with the CI group.
- Port Townsend is starting back up in September.

Hospital Kits: No orders for kits from the HLAA Convention; maybe unclear on the website how order. **Judi will work with Kate to redo the website.** Judi did a great workshop at the convention; it was a panel and very well organized. She has been asked to do the training at the Austin convention in 2014; she will need people from that area to be on the panel – ones with success stories. Suggestions: **have some kind of drying equipment for the HA's – and people need to put their own batteries in the kits. Add language that the postage will be higher for sending outside of the contiguous 48 states on the website, etc.**

Nominations: So far four candidates have applied, with a possible fifth. Deadline is 15th of Sept. Ballots will go out by October 1st. Deadline for voting is Oct. 21st. New members will be installed on Nov. 2nd. Officers will be voted on by the board members at that time.

Advocacy/Outreach/Let's Loop Seattle: TACID has already taken a bid to be looped. See attached report for more information. Action: **each board member visit King Co. Library(s) to see what kind of hearing accommodation they have and report results to Cheri – as soon as possible.** Very obvious that when a person who is deaf is in charge of accessibility, the needs of hard of hearing people are not met. Should we advocate for a separate government office that is for people who are hard of hearing only? At the least it should be *Office of Hard of Hearing OR Deaf*.

Old Business:

- Announcements
 - ✚ CCAC (Collaborative Communication for Access through Captioning). Meeting in Seattle on Oct. 13th – details online
 - ✚ Cheri & Karen are attending the HLA-OR Training in Salem on Looping Projects
 - ✚ Cheri & Karen are attending the TDI/ALDA Convention in Oct in New Mexico. John Waldo is presenting an update on access
 - ✚ Request for new position – meeting planner: no new information

New Business:

- Handout available on ALD laws from last year - # of devices that should be available
- Members speak: **Karen will send out the information about a health fair in September.** Cheri handed out a list of captioned movies that are coming up.
- Next meeting: Annual Membership Meeting - Nov 2, 2013 at 9:30am (social) 10:00 am – 4:00pm; open to all members. Is at HSDC in Seattle.

Adjourned at 3:45pm

Respectfully Submitted,

Michael Bower, Acting Secretary
HLA-WA Board of Trustees