



National Leadership Council (NLC)
Town Hall and NLC Meeting
Minutes
August 6, 2024

Recording

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Call to Order 8PM ET

1. Welcome- (Rich Thomas)

Rich Thomas called the meeting to order on 8-06-2024, at 8pm ED, giving a special welcome to Chris Wood and Beverly Smith. Rich stated that after the Town Hall presentation, at approximately 8:30, there would be a National Leadership Council meeting, and that only representatives may vote although all are welcome to attend.

2. Re-Imagining TU's Membership Model (Chris Wood)

Chris Wood spoke as to what our new membership model could look like. He explained the tremendous growth TU has experienced and how our membership model must adapt. Chris believes that the second part of our strategic plan, to inspire people and communities across the country, will be met by sharing our beliefs with those who believe the same, and that they will become members. He stated that Millennials like to do things, and we need to capture their info when at our events. Gen Z likes nonprofits, so TU will market to their needs. The Boomers are a very philanthropic group. The goal is to inspire people through advocacy, volunteerism, and donations. TU has devised a strategy to collect this data and market to each group and each individual in each group. TU will utilize auto renewal for membership and move away from automatically giving gifts to sign up. We will wean off direct mail marketing and become more efficient and goal oriented.

Vol Opps Update (Beverly Smith)

Beverly Smith discussed the most recent Annual Activity Report. We had 630,931 volunteer hours, and chapters/councils raised \$16,170,160 of which grants were the largest contributor. Over half of the council/chapter expenditures are on conservation/science. There has been a steady shift away from meetings to events which is a positive occurrence, and in all measures, the grassroots model is working.

3. National Leadership Council Meeting

Rich Thomas called to order this portion of the meeting and asked for a roll call.

NLC Roll Call (Paul McKay)

<u>Council</u>	<u>First Name</u>	<u>Last Name</u>	<u>Present</u>	<u>Notes:</u>
9WV - West Virginia	Paul D.	McKay	<u>YES</u>	
9OK - Oklahoma	Scott	Hood		EXCUSED
9GA - Georgia	Carl	Riggs		EXCUSED

9ID - Idaho	Ed	Northen	NO	
9SC - South Carolina	Paul	McKee		EXCUSED
9MA - Massachusetts/Rhode Island	Bill	Pastuszek		EXCUSED
9KY - Kentucky	Gene	Slusher	YES	
9WI - Wisconsin	Linn	Beck	YES	
9MO - Ozark Council	James	Sokoup	YES	
9VA - Virginia	Eric	Tichay	YES	
9TN - Tennessee	Mark	Spangler	YES	
9VT - Vermont	David	Deen	NO	
9UT - Utah	Jeff	Taniguchi	NO	
9IL - Illinois	Mark	Wortsmann	YES	
9MN - Minnesota	Randy	Brock	YES	
9NM- New Mexico	Jeff	Arterburn	YES	
9MD - Mid-Atlantic	Noel	Gollehon		EXCUSED
9PA - Pennsylvania	Russ	Collins		EXCUSED
9MI - Michigan	Greg	Walz	YES	
9CA - California	Trevor	Fagerskog	YES	
NLC Chair	Rich	Thomas	YES	

NLC Secretary	Paul	McKay	YES	
9OH - Ohio	Matt	Misicka	YES	
9NH - New Hampshire	John	Bunker		EXCUSED
9OR - Oregon	Peter	Gray	YES	
9NJ - New Jersey	Peter	Tovar	YES	
9MT - Montana	Mark	Peterson		EXCUSED
9WY - Wyoming	Jim	Hissong	NO	
9NY - New York	Jeffrey	Plackis	YES	
9AR - Arkansas	Melinda	Nabhold-Smith	NO	
9NC - North Carolina	Mike	Mihalas	YES	
9WA - Washington	Andrew	Kenefick	YES	
9AZ - Arizona	Tom	Goodwin	YES	
9ME - Maine	Tammy	Packie		EXCUSED
9TX - Texas	Joe	Filer	YES	
9CT - Connecticut	Beth	Peterson	YES	
9IA - Iowa	Tom	Rhoads		EXCUSED
9CO - Colorado	Greg	Hardy	YES	

a. Embrace a Stream Vote (Rich Thomas)

Keith Kollasch-Northern Rockies Region

Nominated- Eric Tichay

Second- Beth Peterson

b. Climate Change Workgroup Resource Modules (Peter Gray)

Peter Gray gave a brief introduction to the modules the climate change coordinators will use, and he said that a larger rollout of this will come at a later.

c. Steering Committee Update (Rich Thomas)

Rich Thomas stated that the Assessment Survey conducted suggested that a Steering Committee be formed, it has, and has been meeting since since May.

The committee will focus on communication and engagement primarily

Currently it is working on a plan for councils and chapters to acquire missing or bad emails.

An examination of the Workgroups is occurring attempting to streamline and create greater relevance.

The focus will be on engagement and support of councils, chapters, and members as well as building strong organizational capacity, while fostering the NLC Council Chair bonds.

To measure this there will be accountable goals.

Information Sources:

Leaders Only Tools: <https://leadersonly.tumembership.org/leaders>

NLC Information / Webpage: www.tu.org/nlc

NLC Leadership Manual:

[https://www.tu.org/National Leadership Council Manual April 2020.pdf](https://www.tu.org/National_Leadership_Council_Manual_April_2020.pdf)

TU Online Communities: <https://community.tu.org/communities/allcommunities>

Advocacy Issues – *Get Involved*: <https://standup.tu.org>