



**September 30, 2022 12:00 PM
COUNCIL OF LEADERS MEETING MINUTES**

ICA President's Call to Order at 1:04 PM (Lianna Erickson-Trembath, President)

Introductions & Roll Call (Krista Doubleday, Secretary)

a. Voting Members (8 total); Quorum of 7 needed

Executive Committee: Lianna

Erikson-Trembath (ICA President),

Stefanie Sherman (ICA President-Elect,

Marketing Committee Chair), Beronica

(ICA Past President, Awards Committee),

Krista Doubleday (Secretary), Jacq Landa

Herring (ICA Executive Director,

non-voting)

Divisions: Garret Nilsson (ICDA President),

Bethany (IACES Past President, not

present for last 2 votes), Caroline Brown

(IdAMFC President), Jeff Edmiston

(IDASERVIC President, arrived after 1st

vote)

Committees (non-voting): Chad Yates

(PP&L Chair), Brian Smith (Bylaws Chair),

Denise Winkel (Conference Committee

Chair), Jessica Henderson (Leadership

Development Chair), Maria Raass

(Human Rights Chair)

Call for Adoption of Agenda (Lianna)

Vote on Late Agenda acceptance in order to vote on business (100% present required)

Call to approve - Lianna Motion: Stefanie 2nd: Krista Yays: 7 Nays: 0

Questions/Comments on Prior Meeting Minutes - June, 2022 (Lianna)

Call to approve - Lianna Motion: Bethany 2nd: Garrett Yays: 8 Nays: 0

Treasurer Report (Anna Baird-Udy, Treasurer was absent, Jacq presented)

Call to approve - Lianna Motion: Stefanie 2nd: Krista Yays: 8 Nays: 0

Jacq reported ICA currently holds around \$18,000 in CDs and around \$80,000 in the bank account. Lianna reported being the target of a virtual scam; someone created a false email to impersonate her and has been contacting COL members to collect money. Liana reported her only email address is: lianna@northcountrywellness.com and she will not contact anyone requesting funds.

Membership Report (*Membership Chair not present, Jacq presented*)

Jacq reported ICA membership stands at 450 members, with 306 Professional/Associate Members and 144 Student/Retired Members. In the last 30 days, ICA has gained 19 new members, with 4 Professional/Associate Members and 15 Student/Retired Members; ICA has also seen a decrease of 11 Student/Retired Members. Fifteen members hold lapsed memberships or are overdue on their renewal. Jacq reported membership has increased by 40 members in the last year. Jacq hopes to see ICA have 600 members in the coming years. Chad suggested creating marketing materials specifically for Idaho Universities. Stefanie reported she has been networking with BSU and will work on creating student-specific materials to distribute.

Public Policy & Legislation (PP&L) Updates (*Chad Yates, Chair*)

Chad reported continued efforts on the compact with lobbyist, Liz Hatter. Chad stated 2023 legislation may be introduced that aims to limit school counselors' confidentiality limits, specifically relating to gender identity. Chad reported this may create additional barriers in introducing ICA's 2023 counseling compact bill. Stefanie requested clarity on the legislative session and process. Chad reported he hopes to advertise PP&L updates more regularly. Jacq suggested a December Zoom event open to all counselors within the state of Idaho for compact and legislative updates.

2023 Conference Update (*Denise Winkel, Chair*)

Denise reported the September Conference Committee Meeting was well attended. Denise reported \$17,000 in conference funds have been raised thus far. Denise reported additional sponsorship is needed, and the prospectus has been published. Seventy people have registered for the January conference, compared to 83 registrants at this point in time in 2019. Denise reported ICA is in need of a couple more pre-conference proposals and 20 more conference proposals. Denise hopes to have all proposals submitted by 11/1 for approval by the Conference Committee prior to the holidays. Denise reported the pre-conference session will begin at 7:30 AM on Thursday, with the march to the capital occurring at 11:30 am. While occurring during the conference, the Legislative Luncheon is a separate event; all are welcome and encouraged to attend the legislative luncheon. A graduate school luncheon will occur on Friday along with division distinguished presenters. The Friday Night Social will boast dancing and dinner; this event requires substantial division financial support due to the Conference Committee lacking financial resources with COVID protocols requiring online conferences the past two years. On Saturday morning, ICA will be hosting a "Grad Connect" for students and professionals to network. The awards lunch will be on Saturday and lunch is provided. Denise reported there are currently 8-10 student scholarships and 2 new professional scholarships available and will be awarded soon. Denise reported the conference committee is in need of graduate student volunteers. If graduate students volunteer for 8 hours, ICA conference registration will be offered to them at half off the student registration (\$100). Bethany reported it has been discussed to offer poster sessions both virtually and in-person. Denise reported 500 fliers have been printed out for distribution across Idaho. Denise reported needing support for distribution of materials in Twin Falls and northern Idaho.

2022 Strategic Planning Retreat (*Sean Nixon, Strategic Planning Chair absent, Jacq*)

Jacq reported the Strategic Planning and Bylaws Committee are putting together a smaller ICA Reorganization Committee consisting of ICA leaders with both committee and division leadership experience. Jacq reported this committee will spend the winter formulating a plan before inviting in additional discussion from COL members. Jacq reported the conference expenses have increased 30%, so the conference profit will provide additional information surrounding the reorganization of ICA.

2022-2023 ICA Marketing Proposal (Stefanie Sherman, Marketing Chair)

Stefanie shared her Marketing Proposal complete with professional experience, goals, strategy, market analysis, and project overview. Stefanie hopes to mitigate marketing turnover with her 3 year presidency term. Stefanie reported she has been polling the counseling community and finding members need more information on what ICA is doing and offering for members, the profession, and counselors in Idaho. Stefanie requested to begin marketing the ICA compact, conference, and membership benefits beginning the fourth quarter of 2022, rather than the 1st quarter of 2023. Stefanie requested an amendment to the 2022 budget for the 4th quarter, equalling \$1000 in funds allocated to the marketing position beginning October 1st 2022. Jacq reported her ICA Executive Director position responsibilities and hours have been increasing each year, thus increasing her salary. Jacq reported she needs to decrease hours spent on ICA duties and hopes to redistribute many of her responsibilities to other positions, primarily on the Marketing & Media Chair, Stefanie. Jacq called on the COL to approve the 2022 budget amendment with the \$1000 extension.

Call to Approve amendment to 2022 budget, adding \$1000 for Marketing and Media Chair salary:

Motion: Lianna 2nd: Beronica Yays: 7 Nays: 0

Discussion on Motion: Beronica voiced concerns surrounding adding an additional expense when ICA's financial situation and the conference registration numbers currently being lower than the typical years prior. Jacq reported approving the funds for this quarter will be a helpful trial run on the benefits of having the Marketing and Media Chair salaried. Jacq stated Stefanie's 2023 proposal for Marketing and Media chair will not be approved or denied until the December COL meeting with the rest of the 2023 budget. Stefanie reported she will bring a market analysis to the December meeting that demonstrates any return on investment. Chad voiced support of the proposal. Brian requested Stefanie communicate with the Bylaws Committee as she readjusts the policies and procedures of the Marketing and Media Chair.

OTHER BUSINESS:

Call to Approve Alicia M. Farina as new graduate student representative:

Motion: Lianna 2nd: Stefanie Yays: 7 Nays: 0

- A welcome package for ICA members is being explored by Jacq and Stefanie. Beronica hopes to implement a new/returning member welcome email: stating "thank you", member benefits, president's message, etc. Jacq suggested having each division attend an Executive Committee meeting for the first 15 minutes. The need for increased consistency of leadership attending COL meetings was discussed. Krista suggested COL email invitations out to all division board members rather than just division

presidents, to aid in greater meeting attendance and communication between ICA and Divisions.

Move to Adjourn (Lianna)

Motion: 2nd: Yays: Nays:

Adjourned at 1:30 PM by Lianna; no quorum present for vote.