

# New Mexico Registered Veterinary Technician Association

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## **Executive Board Emergency Meeting March 2nd, 2023 Zoom Meeting-Virtually**

### **NMRVTA Executive Board Meeting Minutes 3/2/23, 7:30 pm MST via Zoom**

Participants/Board Members: Carolynn Hamilton (President), Hannah Serra (Past President), JoLynn Chacon (NAVTA State Representative), Janelle Reynolds (Treasurer), Lindsey Schoepfle (Secretary)

Start: 7:35 pm

End: 8:36 pm

**CALL TO ORDER**-Carolynn Hamilton

#### **OFFICER UPDATES**

- Carolynn updated the board regarding the budget discussion. Carolynn and Janelle were able to visit a branch in Albuquerque. Carolynn was issued a bank card, and Janelle was granted access to the account.
- Janelle updated the board regarding the budget. She and Carolynn were able to collaborate and find numbers from last year in order to create a current spreadsheet.
  - Projected income from membership vs. fixed costs vs. conference costs
  - The goal is to gain funds and not have to use reserve funds
- Lindsey is to retrieve the USB drive with documents from the previous Secretary as soon as possible

#### **UNFINISHED BUSINESS**

- BUDGET - Janelle has been in the midst of receiving information and in the process of organizing in order to make it more accessible for herself and future Treasurers
  - Free software called Wave may be beneficial - Carolynn will try her own business data
  - Will research other software and bring information to the next meeting
- Discussion regarding Fundraising: Important to fundraise in order to supplement income in order to grow as an organization and support legislative goals
  - Suggestions: T-shirts, fundraising events,
- Conference venue - Reserve before our options are booked
  - UNM is the most economical and provides AV support
  - Board votes unanimously to reserve UNM based on the sample contract given
  - Plenty of space at UNM to set up tables. Carol asked to do an inventory of equipment (i.e., coffee pots, etc.)

- Food for the conference: trays from Costco, sponsored meals (sandwiches, pizza, granola bars, etc.)
- Lindsey sent an email out to quite a few large veterinary companies and received interest from Merck
  - Will get in touch with Merck regarding interest
  - Will reach out to local reps from Hill's and Royal Canin regarding sponsorships/ possible help with speakers

## **NEW BUSINESS**

- Carolynn had sent a link to an article regarding promotion/marketing and recommended reviewing
  - <https://blog.payzip.co.uk/9-useful-ways-to-promote-your-club-online-and-offline/>
- Hannah recommends a book called Nonprofit Kit for Dummies
  - Phillips, Frances, and Stan Hutton. Nonprofit Kit for Dummies, Hutton and Phillips, 4th Edition. For Dummies Publishers, 2013.
- NAVTA Leadership summit - Hannah was able to attend virtually and found useful information regarding promoting membership involvement
  - Social Media Marketing - free way to promote association Hannah will contact Carol and recommend she watch the NAVTA video and look into it
  - Creating a regular newsletter, flyer updates, surveys - regular engagement
  - Email minutes/ links to the website monthly
- Potential change of meeting day - Carolynn will survey the board on whether the current schedule is most accessible or move to an alternative day
- Board agrees to push the next meeting to April
- Thoughts on ways to make the board more effective
  - Automated programs (treasury, t-shirt fundraising)
  - Garner interest and involvement for more members

**MEETING CALLED TO CLOSE AT 8:36 PM - Carolynn Hamilton**