**Northern Virginia AGA (NOVAGA)**

**Chapter Board Meeting Minutes**

**February 13, 2025**

**Via Teams (Meeting ID 285 459 428 356, Call-in No. / ID 1-331-305-3582, 559 790 860#)**

1. **Introductions**

Mr. Jacob MacDonald called the meeting to order at 4:02pm and began the meeting with roll call.

Please see Appendix A for status of board, committee, and other members in attendance.

1. **Review and Approval of Past Board Meeting Minutes (provided with agenda)**

Mr. MacDonald presented the minutes from the January 18, 2025, board meeting. Mr. Chris Horton motioned for the board to accept the minutes with a second from Ms. Neda Haghighat. There being no objections, the minutes were approved unanimously.

1. **Board Reports**
   1. **President’s Report**

Mr. MacDonald provided a brief report of monthly touchpoints meetings with Committees in an effort to provide better accountability in completing tasks.

* Confirmed that the Chapter can only send 2 representatives to Lead!, currently scheduled for April 24-26 in Baltimore (Thursday evening through half of Saturday) at the Renaissance BWI hotel.
  + For this year, Ms. Kiera Murphy and Mr. Irfan Satriadhi will attend
  + Mr. Frank McCourt will be reserved to attend next program year
* Stated that the chapter should start planning for succession
  + Mr. Brian Grega mentioned that the chapter can earn 100 bonus points by confirming the Chapter’s Executive Committee (CEC) by June 22
  + Mr. Horton stated that members should bring slate of names to the June board meeting for taking a vote
  + Ms. Cherry Ung recommended brining in follow-on and additional support for committees during the annual planning meeting and adding a Treasurer-elect as a board position; in response, Mr. Horton mentioned that the Chapter has an Assistant Treasurer position that rotates to the Treasurer position, but it is not a board position per AGA requirements.
  1. **Treasurer’s Report**

Ms. Murphy provided an update on the chapter’s finances, presenting the PowerBi dashboard.

* Savings account balance is approximately $46,822.
* Checking account balance is approximately $15,000.
  + The RMA sponsorship was received ($8,000); the KPMG sponsorship was received, but not yet posted ($4,000).
  + The chapter is currently registered in DC but not incorporated in DC. In response to this year’s audit, the chapter should determine if it needs to register and / or incorporate in Virginia.
  + Mr. Horton stated that he talked with AGA last year, and noted that we just need to work with AGA to update chapter details.
  + Mr. Grega asked if there were differences in filing in Virginia than in DC. Mr. Horton stated that it is not required to file in Virginia other than the name in Virginia must match the Tax ID number for IRS filing purposes. Currently the Chapter is not incorporated in any state.
  + Ms. Sonia Kessler asked what the cost to incorporate would be to the Chapter; Mr. Horton noted that there is a minimal cost to incorporate. He can coordinate with Ms. Murphy to pursue the steps needed.
  + Mr. Horton motioned for the Chapter to pursue incorporation in Viriginia; Mr. Grega seconded the motion. There being no objection, the motion passed unanimously.
  1. **NCC Representative Report**

Mr. Horton, NCC Representative, provided an NCC update.

* The last NCC Representative meeting was held February 6, 2025.
* The chapter submitted its two representatives to attend Lead! before the deadline, which earned the chapter 100 points
* The National Governing Board for Area 8 is looking for a replacement for Nick Garard, whose term ends in June 2025. Those that are looking to put their name in to replace Mr. Garard can only self-nominate. Mr. Hungate has self-nominated; others can see Mr. Horton to get more information.
* March 2025 is CGFM Month in Virginia; Ms. Kessler mentioned that the Virginia governor’s proclamation is coordinated through the Richmond chapter.

1. **Committee Chairs**

Committee reports at this board meeting were briefed by the following Committee Chairs with updates also noted by Mr. MacDonald:

* **Membership Committee**

Ms. Xiaolei Wang, Committee Chair, was absent; Mr. MacDonald stated that there were no new updates at this time.

* **Early Careers Committee**

Mr. Chad Wilhite provided some updates about the Committee’s activities.

* + The Capitals game is set for March 18 and limited to 20 members due to ticket availability; an email will be sent to members on February 17 with a set Eventbright link to register on the date and time in that email.
  + Five tickets will be reserved for board members first to promote the chapter and network with members. Ms. Ung stated that names can be gathered before and picked prior to the event. Mr. MacDonald stated that board will still need to pay for their ticket; this just reserves the spot. Ms. Ung also stated that a separate link can be provided to these members separate from the link that will be sent in the February 17 email. If interested in attending, Mr. MacDonald asked members to send an email to Ms. Ung at cherry.agachaptes@gmail.com.
  + Mr. Zak Kennedy recommended moving the email date to another date with February 17 being a federal holiday.
* **Education Committee**

Mr. Kevin Love, Committee Chair, provided some updates about the Committee’s activities,

* + AGA Albany has an opportunity to earn two CPEs on February 26. Mr. Love is working with Mr. Kennedy to send an email about attending.
  + Planning for the Spring Workshop is in full swing; the chapter is collaborating with the Montgomery / Prince George’s County chapter. It will be held in KPMG’s mezzanine space.
* **CGFM Committee**

Mr. Kevin Shers, Committee Chair, provided an update on committee activities.

* + AGA Richmond submitted the CGFM state proclamation to the Governor’s office on December 6, 2024 to recognize March as CGFM month.
  + During the collaboration with AGA Richmond, Mr. Shers discussed including them in our chapter’s CGFM study groups as a joint event.

* **Corporate Sponsors**

Mr. MacDonald opened the corporate sponsorship discussion with a visual presentation from Ms. Ung discussing the following proposed changes and updates to the sponsorship details and benefits.

* + Proposed changes reflect the actual benefits the chapter is providing, while showcasing pricing that is more competitive and aligned with chapter capacity and offering discounts to attract additional sponsor categories
  + Summary of proposed changes includes:
    - Eliminate Start category and move to a four-tiered level
    - Update ad space alignment in the newsletter
    - Update complimentary attendance at chapter meetings and dinners
    - Add job postings on the chapter website and exhibitor booths at chapter sponsored training events
    - Introduction of speaker at monthly chapter meetings with picture in the newsletter.
  + Summary discussion about the proposed changes is noted below.
    - Ms. Kessler recommended not going smaller than a half-page of ad space in the newsletter and providing bronze and silver that while gold and platinum have a full page
    - Ms. Murphy asked what defines a small business; Ms. Ung stated that the company would be defined as a small business
    - Ms. Murphy asked what the revenue stream would be from these changes, using KPMG as an example; Mr. Satriadhi also asked about the exposure or impact of sponsors choosing to downgrade their sponsor level versus upgrading it. Ms. Ung stated that the hope was to keep KPMG the same or upgrade it based on the President-Elect being from KPMG.
    - Ms. Haghighat stated that she was not sure if lowering costs would increase the revenue when it appears that content and benefits are the overall issues. Ms. Ung stated that changing price was more strategic to bring in additional benefits.
    - Mr. MacDonald inquired if for the 2025/2026 program year should the thought be to be less than the DC Chapter to attract more sponsors. For example, in trying to bring Significance onboard as a sponsor, the company ultimately went to the DC chapter because our events were not ready and didn’t provide them a better value. Our risk is that we have two sponsors, but we have not pulled in any new ones to grow. It is difficult with the current rates and competition with the DC chapter.
    - Ms. Kessler stated that visually viewing this was easier for the discussion, adding that if some choose to downgrade their level, the goal is to attract new sponsors to make up those revenue with the competitive pricing. If performing a trend analysis, then can revisit in a year or two to determine if the price points need adjusting or not based on the benefits being provided. Additionally, the chapter as a whole must put in the effort to provide the benefits each sponsor deserves. If that does not happen, no amount of lowering or raising rates will attract new or maintain existing sponsors.
    - Ms. Murphy also stated that it would be a good idea to also look at how the proposed changes will impact accounting for the sponsor revenue.
  + Implementing the proposed changes is recommended in passing three separate votes
    - Vote 1 – Updating Corporate sponsorship benefits to the new slate of benefits discussed above or making no changes
    - Vote 2 – Update rates to the new rates that include a small business discount or making no changes to the current rates
    - Vote 3 – Update the time frame applied to sponsorships to either a program year or 12 months from the date the sponsorship is established and / or renewed
  + Due to the lateness, the votes were pushed to the next meeting. Mr. Hungate recommended putting the package out to the meeting attendees and scheduling a meeting to vote on this one agenda item. Most on the call agreed.

* **Community Services**

Ms. Diana Huang, Committee Chair, did not have an update on committee activities.

* **Accountability and ACE Reporting**

Mr. Brian Grega, Committee Chair, noted that there were no significant updates to report. He did mention that bonus points for specific items achieved have already been discussed

* **Newsletter**

Ms. Kessler provided an update on the newsletter. All information is needed by February 24 to get the issue out by the next publish date. Please send pictures from all events.

* **Website & Social Media**

Mr. Zak Kennedy, Webmaster, provided an update on Website & Social Media.

* + In response to a statement from Mr. MacDonald about the website, Mr. Kennedy stated that AGA National controls the design.
  + Mr. MacDonald also stated that some historical updates need to be added to the website, including pictures and descriptions of past events, including speaker bios and topics, slide decks, etc.
  + Ms. Heghighat stated that the old website had event listed which could be added to this one, which seems more calendar based. Mr. Kennedy stated that past events clear from the calendar and move to the past events page. Ms. Ung stated that the DC chapter had issues with this as well and used a back-end on the front page to add a page to show past events. Mr. Kennedy stated that past events can only be viewed from the admin role, but that a new page could be added to show events.
  + Consensus from those in attendance was to have past events page that has information and pictures from the event; if that is not possible, then perhaps can have links to the gallery where the pictures from the event are stored. Mr. MacDonald stated that an offline meeting is needed to work through these issues.
* **Bylaws**

No updates were discussed.

* **Historian**

No updates were discussed.

1. **Program / Special Events**

Mr. Hungate provided a brief update on the monthly chapter meetings.

* More than 50 people are registered for the February 20 meeting; not sure at this time if that increase is due to the change in having dinner or the interest in the speaker. He asked that we let the venue know we will have more than the original 20 people planned. Ms. Ung stated she emailed this morning to discuss layout. Mr. MacDonald stated that introduction slides need to be prepped and an email sent to remind attendees of the required attire for the venue.
* Future speakers are needed. Ms. Kessler stated that as a group, we need to look at our own contacts to help Mr. Hungate eliciting additional contacts and speakers for future meetings.

1. **Open Forum**
   1. **Other topics and concerns for discussion**

* None brought to the floor.

1. **Adjourn**

There being no other business to discuss, Mr. MacDonald adjourned the meeting at 5:30pm.

**Appendix A: Board and Other Members in Attendance**

**Board Members Present: 5**

|  |  |  |
| --- | --- | --- |
| **Board Member Name** | **Position** | **In Attendance** |
| Jacob MacDonald | President | YES |
| Ifran Satriadhi | President Elect | YES |
| Chris Horton | Immediate Past President | YES |
| Sonia Kessler | Secretary | YES |
| Kiera Murphy | Treasurer | YES |
| Chris Horton | NCC Representative | N/A |

**Chapter Committee Chairs Present: 8**

|  |  |  |
| --- | --- | --- |
| **Member Name** | **Committee** | **In Attendance** |
| Brian Grega | Accountability / Outreach | YES |
| Raymond Urias-Rivera | Awards | NO |
| Kevin Shers | CGFM | YES |
| Diana Huang | Community Services | NO |
| Chris Horton | Corporate Sponsorship | N/A |
| Chad Willhite | Early Careers (Co-Chair) | YES |
| Rhett Raham | Early Careers (Co-Chair) | YES |
| Vacant | Leadership Development | N/A |
| Kevin Love | Education | NO |
| Xiaolei Wang | Membership | YES |
| Sonia Kessler | Newsletter | N/A |
| Joseph Hungate | Programs | YES |
| Cherry Ung | Special Events | YES |
| Zak Kennedy | Webmaster | YES |

**Other Members Present: 6**

| **Member Name** | **Committee / Position** | **In Attendance** |
| --- | --- | --- |
| Katrina Samiley | Special Events | NO |
| Richard Frank | Membership | NO |
| Reza Mahbod | Board Advisor | NO |
| Silas York | Education, Special Events | YES |
| Nishit Kuroni | Assistant Newsletter Editor | YES |
| Frank McCourt | Assistant Treasurer | YES |
| Jaslin Madrigal Castro | Education, Special Events | YES |
| Christopher Choi | Early Careers | NO |
| Anu Atreya | Corporate Sponsorship | NO |
| Neda Haghighat | Historian | YES |
| Danny Lee | Member Volunteer | NO |
| Elliott Munizza | Member Volunteer | NO |
| Dylan Gilbert | Member Volunteer | NO |
| Colin Elgarten | Member Volunteer | NO |
| Veronica Nickerson | Member Volunteer | NO |
| Lindsay Berra | Member Volunteer | NO |
| Ryan P Collins | Member Volunteer | NO |
| Donna Canady | Member Volunteer | YES |