



**MNADV BOARD OF DIRECTORS**  
**JANUARY 8, 2016**

<b>MEETING NAME</b>	MNADV Board of Directors	<b>MEETING DATE</b>	1/8/16	<b>TIME</b>	10 am – 12:00 noon	<b>LOCATION</b>	MNADV Office
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**ATTENDANCE**

**Board Members attending:** Suzanne Bailey, Keyandra Brisco, Laurie Duker, Inga James, Tovah Kasdin, Cheryl Kravitz, Karalyn Mulligan, Kelley Rainey, Lauren Shaivitz (tel), Tanya Sisler, Jeff Spaulding, and Joan Stine.

**Board Members absent:** Shirley Schreffler

**Staff attending:** Micheale Cohen, Erin Boguski, and Amy Johnson with presentation by Dominic Goodall and introduction of Tiffany Garner.

<b>AGENDA ITEM</b>	<b>DISCUSSION</b>	<b>RESPONSIBLE PERSON(S)</b>	<b>OTHER AGENCIES or PROGRAMS INVOLVED/ RESOURCE NEEDS</b>	<b>TARGET DATE</b>	<b>PROJECTED OUTCOME; ACTION PLAN/NEXT STEPS; STATUS/DECISION</b>
<b>Welcome and Introductions</b>	Tiffany Garner is the new Project Specialist for the IPV, Trauma, and Substance Use VOCA grant. Beginning in January, she will also take on responsibility for LAP coordination and training. These two part-time positions will become one full-time position. Tiffany has a background as a therapist and has worked with children and abusers. She is a former member of the North Carolina DV Coalition.				
<b>Board Minutes</b>	The Board minutes for December 2015 were reviewed and approved. The Board expressed support for the new format.				
<b>Executive Director's Report</b>	The January 2016 report was reviewed by the Board. It was noted that the Shelter Directors' group meets at HopeWorks of Howard County, 10:00 am - 12 noon.				
<b>Social Media Training</b>	<ul style="list-style-type: none"> <li>▪ Cheryl Kravitz, Erin Boguski and Dominic Goodall presented training on new forms of social media, particularly focusing on Twitter.</li> <li>▪ Uses include: press releases, fundraising, and communications.</li> <li>▪ It was recommended that Board members use Twitter and Facebook first.</li> <li>▪ The MNADV may also need to establish</li> </ul>				

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<b>Social Media Training</b> <i>(continued)</i>	<p>organization policies and guidelines.</p> <ul style="list-style-type: none"> <li>▪ This is a public activity, so care must be taken.</li> <li>▪ Pictures require permission (e.g., especially victims); no fake names</li> <li>▪ The value of social media to nonprofits: faster, easier, cheaper; expand contacts; build a community of supporters; reach and influence people; become a thought leader; tell our story.</li> <li>▪ The MNADV’s Twitter account has increased 400% and is up to 2,000 impressions a month. Many tweets are also re-tweeted.</li> <li>▪ A blog is an online journal; it is public. Twitter is a micro-blog (currently 140 characters, although this may expand). Hashtags are topics. Current MNADV hashtags: #@MNADV, #2016 Memorial Service. Can use #DV. The MNADV will use TDVAM2016 in February (for teens) and #DVAM2016 in October.</li> <li>▪ Followers “friend” or “like.” It is easier to get followers if a name is associated with it. The MNADV tracks use and followers and includes these in the ED Report.</li> <li>▪ Names or handles should be unique and short; people should <i>not</i> use a real first or last name.</li> <li>▪ Twitter: <a href="http://www.twitter.com">www.twitter.com</a>. Needs a photo, user name, handle and password.</li> <li>▪ Privacy – can use an alias; do not need to use a personal account. There are security protections.</li> <li>▪ Most people use their phones to tweet.</li> <li>▪ It is important to maintain activity. Twitter recommendations are based on the number of users/followers.</li> <li>▪ “Trending” can be local, state or national. “Going viral”= fewer numbers for state than national.</li> <li>▪ MNADV-deciding what to tweet: tie into domestic violence</li> <li>▪ Spacing of posts: Facebook=one post per day; Twitter=more messages are better. It is important to share followers – friending.</li> <li>▪ NNEDV website has national hashtags.</li> <li>▪ Recommended BOD members tweet live at DV conference and other large MNADV events to increase awareness.</li> </ul>				

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<b>Social Media Training</b> <i>(continued)</i>	<ul style="list-style-type: none"> <li>▪ Also, tweet to legislators and reporters.</li> <li>▪ Dominc can provide one-on-one help.</li> </ul>				Tweet to legislators and at MNADV events (e.g., conference, Memorial Service).
<b>Memorial Service – February 8, 2016</b>	<ul style="list-style-type: none"> <li>▪ The MNADV will be sending an invitation to speak only to Governor Hogan.</li> <li>▪ Possible survivor speakers will be contacted by Laurie Duker. Suggestions included an offender’s mother, a poet who spoke at MCASA’s Women of Color conference, the son of a woman who was murdered in Montgomery County.</li> <li>▪ Suzanne Bailey mentioned ReAnna Green, a nurse murdered in Baltimore whose friends are interested in participating.</li> <li>▪ Reading of the names: the MNADV will invite a representative from MSP, as last year’s LAP award recipient. Jeff Spaulding will be back-up.</li> <li>▪ An invitation to all legislators will be sent with the flier. Board members will follow-up with calls two weeks before.</li> <li>▪ Media: contacts will be made on Friday, February 5 to State House media to follow up on press releases.</li> <li>▪ The staff will prepare materials and visuals (e.g., PowerPoint, hearts, candles, stats, etc).</li> <li>▪ The cello player has agreed to play before and after the Service.</li> <li>▪ Final fatality statistics will be available next week.</li> <li>▪ Volunteer tasks: calls to legislators and press; at least 4 greeters (6:15 pm), and tweeting. Other BOD members should arrive by 6:30 pm.</li> </ul>				<p>Fatality statistics: final data will be tallied the week of January 11.</p> <p>Follow-up calls to legislators:</p> <ul style="list-style-type: none"> <li>▪ Tara Pavao can provide a list of RSVPs</li> <li>▪ Laurie Duker will send out a list for Board members to sign up to contact legislators the week of January 25.</li> </ul> <p>Follow-up to media:</p> <ul style="list-style-type: none"> <li>▪ Laurie Duker and Inga James will contact press on Friday, February 5.</li> </ul> <p>Memorial Service event:</p> <ul style="list-style-type: none"> <li>▪ Board members who volunteered to be greeters (need at least 4): Tovah Kasdin, Jeff Spaulding, Cheryl Kravitz, Tanya Sisler, Joan Stine, and Kelley Rainey.</li> <li>▪ Greeters should arrive by 6:15 pm and will be stationed at the front and back doors.</li> <li>▪ Other Board members should arrive by 6:30 pm.</li> </ul>
<b>One Love Discussion</b>	<ul style="list-style-type: none"> <li>▪ Erin Boguski coordinated a conference call with Board members Joan Stine, Cheryl Kravitz, Inga James, and Karalyn Mulligan.</li> <li>▪ Members agreed to make follow-up contacts. Joan Stine contacted Jackie Campbell.</li> <li>▪ Erin Boguski contacted the House of Ruth. They shared that some of their staff members have been trained as One Love facilitators but haven’t participated yet in workshops. They felt that peer</li> </ul>				

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<b>One Love Discussion</b> <i>(continued)</i>	<p>facilitators were well-prepared. When presentations were made at businesses, a House of Ruth clinical person was asked to be there.</p> <ul style="list-style-type: none"> <li>▪ Joan Stine and Cheryl Kravitz suggested that it would be important for us to know what resources are available that domestic violence programs can provide to One Love.</li> <li>▪ Cheryl Kravitz asked how Sharon Love is involved now. Does she know what is being done?</li> <li>▪ Joan Stine said that it was important to be perceived as supportive.</li> <li>▪ Inga James asked how they are accommodating non-white students.</li> <li>▪ Karalyn Mulligan noted that peer facilitators at Prince George's Community College, who are all African-American, have been fully trained. They have been partnered with providers and felt very positive about the program. They were aware of local resources, burnout, etc.</li> <li>▪ It was noted that college students are different from high school students. High schools need to be responsible.</li> <li>▪ The MNADV will continue gathering information. Erin Boguski will talk to Michelle Siri at the Women's Law Center (they gave an award to Sharon Love).</li> </ul>				<p>Follow-up:</p> <ul style="list-style-type: none"> <li>▪ Joan Stine will talk with Jackie Campbell.</li> <li>▪ Determine how Sharon Love is involved.</li> <li>▪ Continue gathering information.</li> <li>▪ Erin Boguski will talk with Michelle Siri of the Women's Law Center the week of January 11.</li> <li>▪ An update will presented at the February Board meeting.</li> </ul>
<b>2016 Legislation and Legislative Advocacy</b>	<ul style="list-style-type: none"> <li>▪ Stalking bill: <ul style="list-style-type: none"> <li>- Cynthia Lifson met with a witness from CHANA who will testify on the bill.</li> <li>- The Family Violence Council is meeting on January 11, 2016 and will discuss the bill. They will see if the administration will adopt the bill.</li> <li>- The bill will be walked around to legislators to seek co-sponsors.</li> <li>- The Maryland State's Attorney's Association and the prosecutors are taking the lead on the bill.</li> <li>- There will be two revisions to the current law: 1) delete "malicious;" 2) include "intentional infliction of serious emotional distress."</li> </ul> </li> </ul>				<p>The first Legislative Committee conference call will be January 25, 2016 at 9:15 am.</p>
<b>2016 Legislation and</b>					

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<b>Legislative Advocacy</b> <i>(continued)</i>	<ul style="list-style-type: none"> <li>- Delegate Dumais and Senator Lee will be the primary sponsors.</li> <li>- A second bill will address harassment and will remove “malicious” and include electronic harassment. <ul style="list-style-type: none"> <li>▪ Pre-filed bills: there are up to 1,500 bills currently; normally, there are 500 at this point.</li> <li>▪ An MNADV priority is to prevent bad bills.</li> <li>▪ HB 4 is a bill that is a concern. It would provide electronic (GPS) monitoring of respondents who violate protective orders. It would be used for both pre-trial and sentencing (condition of probation). It is well-intended but not thought out. There were two pilot programs in 2010 (Prince George’s and Washington counties), which were not successful (reports were written). There were concerns about cost, judicial reluctance, and other problems. Cynthia Lifson will talk to Delegate Miller.</li> <li>▪ HB 26 redefines property of another in cases of arson and theft by an abuser; they could not assert a defense that it is their property.</li> <li>▪ There was a reminder about the Women’s Legislative Briefing (January 31, 2016) – the MNADV has an extra registration for a Board or staff member; MLAW will have its annual Reception on February 16, 2016.</li> </ul> </li> </ul>				
<b>Fundraising</b> <i>1) MSAA 7K Run/ 1 Mile Walk</i>	The MNADV continues to coordinate with the MSAA on the 7K Run/1 Mile Walk scheduled for Saturday, April 23, 2016.	Kelley Rainey, Suzanne Bailey, and Jeff Spaulding will work on this event			A conference call has been scheduled for Friday, January 15, 2016 at 10 am.
<b>Fundraising</b> <i>2) MNADV Domestic Violence Conference</i>	<ul style="list-style-type: none"> <li>▪ The MNADV has received two sponsorships so far.</li> <li>▪ The MNADV has applied to Kaiser Permanente and OVC for sponsorship support.</li> <li>▪ Additional sponsors are needed.</li> <li>▪ Exhibitors will include one registration. This will make this more attractive.</li> </ul>				

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<b>Fundraising</b> <i>3) Golf tournament</i>	Janet Blackburn will give a presentation on January 11, 2016 to a business that will be giving the proceeds of their golf tournament to a nonprofit organization. Janet will include MNADV information as well as compelling stories. The MNADV is providing information packets.				
<b>Fundraising</b> <i>4) Development of a strategic plan</i>	No report.	Laurie Duker will provide leadership.			
<b>Board Openings</b>	Board vacancies will be deferred to the Executive Committee.				Executive Committee

**NEXT MEETING**  
**Friday, February 12, 2016**  
**Networking: 9:30-10:00 am ■ Meeting: 10:00 am-12:00 pm**  
**MNADV Office: Board Room – Suite 320**  
**4601 Presidents Drive, Lanham, MD 20706**