



Bucks CMS
Board of Directors Meeting
Wednesday, March 11, 2020
Online Zoom Meeting
6:30 pm

MINUTES

Board Members Attending: Drs. Burke, Gallagher, Heine, Frankel, and Mirsky.

Board Liaison to BCHIP: Dr. M. Mass

Staff: Michele Boylstein, Executive Director

Item	Discussion	Action Taken
Welcome, Introduction, and Call to Order		Dr. Mirsky, President, called the meeting to order at 6:39 pm.
Approval of Minutes	Board Meeting Minutes – January 15, 2020	Motion made to approve the minutes. Motion carried.
Treasurer's Report	<p>Dr. Gallagher provided an overview on the finances for the society. Assets are doing well as of January 31, 2020. He expressed concern with the assets now that COVID-19 is in the news and anticipates the market will change.</p> <p>We are behind on the membership dues. Hopeful that it's a matter of people late in renewing.</p>	

Old Business	Healing the Healer Event: As of earlier this afternoon, Bucks CMS and MCMS co-chairs, Drs. Burke & Klein postponed the March 28 th event until the fall due to COVID-19 concerns in the counties. Discussion took place that included ideas from the group on how to ramp up promoting the event after COVID-19.	ACTION: Executive Director will work with staff on ways to promote the Healing the Healer event in the fall by using video announcements and other forms of media to ramp up attendance for the event.
	Annual Brunch: The board discussed pushing this date back based on COVID-19 situation. It's scheduled for April 26 th . The venue has stated that we can cancel or reschedule without costs.	ACTION: Motion made to push the date back on the annual brunch during the COVID-19 crisis. Motion carried. The board will assess the brunch event in a few weeks (for a date and time to be determined).
Membership Report	The Executive Director provided the membership counts as of 2/29/2020; 822 members. Last year we were at 835 so only slightly lower in counts this year. Discussion on sending a personalized message to dropped members from President Mirsky was mentioned with a different message to new members, welcoming them to Bucks CMS.	ACTION: BCMS Staff will set up a google doc for board members to review, contact those colleagues they know personally. Staff will also work with Dr. Mirsky on the content for the messaging to dropped members and new members – in efforts of the retention of membership. Included in that messaging will be asking the new member if they would be interested in hearing from Bucks CMS leadership or other Bucks members.
New Business	Legislative Breakfast date/location ideas.	ACTION: Motion made and carried to table solidifying this event until the next board meeting.
	Advertising policy – the board reviewed the policy document and felt that another bullet should be added in the parameters stating, <i>“approval by the majority of the board to advertise the event on the website”</i>	ACTION: Motion made to approve the advertising policy statement with the addition of a bullet that there must be approval by the majority of the board to advertise the event on the website. Motion carried.

Other Business	The suggestion was made to review the investment account with our financial advisor especially with the volatile market right now.	ACTION: The Executive Director will reach out to Vanguard Financial Advisors to see if they can meet with the Finance committee so they can forward that recommendation to the board prior to the next board meeting.
	Strategic Plan: The board discussed regarding updating the mission statement, reviewing the vision and developing strategies and tactics. Members on the call discussed creating a draft of the mission statement and placing in a format so that the group could review and edit. A committee of Drs. Heine, Mass, Mirsky, and Burke could draft a revised mission statement, and suggest vision statements, strategy and tactics for Bucks CMS to be considered by the board.	ACTION: The Executive Director will set up a doodle poll within the next several weeks for the committee to meet and begin working on the mission statement and other aspects to begin a strategic plan.
Adjourned		The meeting was adjourned at 7:32 pm.

Upcoming Bucks CMS Board Meetings

Bucks CMS Board Meeting: Wednesday, May 6, 2020
6:30 p.m., TBD

Submitted by: Marilyn Heine, MD, Secretary and Michele Boylstein, Executive Director