

January 8, 2026 WLA Executive Committee Meeting

Meeting summary

Main purpose

- Discuss team planning meeting outcomes and their relation to strategic plans
- Discuss board communications and staff time
- Plan for upcoming events in Dallas and Denver
- Discuss marketing and branding decisions for the organization
- Review ambassador program and circle development strategy

Staff Structure & Roles

- Lee's role is evolving focusing on systems and automation
- Lee likely doesn't want a full-time position
- Organization needs someone full-time eventually
- Team discussing separation of roles between Stephanie, Tracy, and Lee

Dallas Event

- Low registration numbers currently
- Board members asked to help promote and invite contacts
- Tracy will send list of RSVPs to help with follow-ups
- Holiday timing may be affecting registration rates

Denver Event

- Goal is at least 50 attendees
- Bridget Grimes confirmed as panelist (sponsorship in trade)
- Still looking for 1-2 additional panelists for "Joyful Disruptors" panel
- Team starting more focused LinkedIn outreach
- Attendance is an issue for the main conference as well

Marketing & Branding

- Meeting with Evergreen marketing company scheduled for tomorrow
- Plan to narrow down to two name/branding options before Dallas
- Board will make final decision at Dallas meeting
- Current name creates explanation challenges

Ambassador Program

- Goal is 4 new circles this year
- Focus on making existing circles more functional
- New strategy: develop leadership team before launching circle
- Market-focused approach works better than statewide/regional

- Creating leadership structure with co-chairs and coordinators

Other topics

- Stephanie working with team to establish communication and meetings boundaries
- Organization growth requires more efficient systems and processes
- Need to focus more on mission development and storytelling
- Using AI tools to improve meeting efficiency

Action items

- **Stephanie**
 - Meet with Evergreen marketing company and provide update to board
 - Prepare 2-3 final name/branding options for Dallas meeting
 - Establish clear communication processes with board members
 - Finalize draft agenda for Dallas meeting (two weeks before meeting)
 - Share team planning minutes with board (both summary and comprehensive versions)
 - Send meeting notes to executive committee
- **Tracy**
 - Send list of Dallas event RSVPs to board members
- **Kimberly**
 - Contact Raymond James for potential Dallas attendees
- **Eleanor**
 - Follow up with Dallas contacts about event attendance
- **Teri**
 - Reach out to friend Sally about Dallas event
- **All Board Members**
 - Help promote attendance at Dallas and Denver events
 - Identify potential panelists for Denver event
 - Share Denver event information with contacts in that market