Maureen, Sharon, James, Steve, Antoinette, Lisa, Joseph

Takeaways:  
**JOINT MEETING**  
\*We agreed to a joint meeting on February 5-7 in San Francisco  
  
\*We decided to split costs for the meeting, as it looks as if our costs are comparable. TMC will budget $18K for expenses (our cost for Chicago). We will split revenue from sponsorships and exhibitors. I will work on getting foundation sponsors, while Tiffany will get corporate sponsors and exhibitors. Tiffany will charge her members $150. TMC will charge members, and the CC can discuss the price. I thought $75, with a scholarship fund.  
  
\*Tiffany and I both believe that it would be best to fully combine the meeting. That is, we would share keynotes. We would set up 3 tracks, with free movement across tracks. She agreed to the open space technology time that has become such a fruitful part of our conference. TMC would still do a half day business meeting separately. WE really believe that we can't know if the cultures will mesh unless we mesh the cultures. We are interested to see if people self-segregate or mingle. They usually get 100 people to this conference, as do we, so no one group will dominate.  
  
**AAN Strategic Direction**  
AAN has set a strategic direction which consists of two parts: a Solutions Center focused on revenue, and an impact marketing center that currently focuses mainly on Tiffany doing PR. We see an immediate crossover and opportunity for partnership on the impact marketing piece.   
  
\*I will get Tiffany a seat on our Vocus account  
\*Tiffany will help with connections for our database and videomatch project  
\*Editorial Collaboration--see below  
  
**Editorial Collaboration Opportunity: Poverty**  
  
Tiffany was asked by a Ford program officer to put together a proposal for an editorail collaboration on poverty. The ask will be 100-200K. Tiffany needs us to make this happen. The thought is that I will be project manager, and that the collaboration will include both TMC and AAN outlets. We will continue to work together on this.  
  
**AAN July Meeting**  
I will meet with the AAN 501c6 board (their main board) and the AAN Foundation 501c3 board in July at their conference in Nashville. Our discussion will focus on the Feb meeting, but it's also a meet and greet.  
  
Jane Jansen from In These Times can attend.   
Brian Stewart from Gen Progress may be able to attend  
Zach Gregory will attend  
It would be good to get one CC member there.   
  
**Future Visioning**  
If our Feb meeting goes well, we will want to move to a closer partnership. Because AAN has a 501c3, and because TMC is currently only a project, we have options:  
  
1. Integrate fully with AAN, with our members going to the 501c6, and the work of TMC folded into the 501c3, with a new name for the whole organization. Most radical.  
2. Take over the 501c3, with TMC running the 501c3 board. This is an intermediary step. Note that our for-profit members could not be part of the 501c3.  
3. Become a project of the AAN 501c3. The downside is that we fold in under them instead of as an equal. The upside is that we can leave quickly and painlessly if the relationship doesn't work. The deal would be to become a project for 1-2 years and then integrate fully (see #1).  
  
We need to discuss this thoroughly before I go to Nashville.

**Discuss this message**

[](https://basecamp.com/2582300/people/7357758)

**Jo Ellen Kaiser**   
Hey all, I sent my Tiffany meeting notes to the Strategic Planning Committee as well, and got good feedback.  A quick summary of that here, to help us guide our Monday meeting:  
  
1. Price point of $75 for annual meeting seems to go over well.  
2. Integration of annual meeting is also getting a thumbs up. Steve M. suggests a theme, Think Global Act Local.  
3. Strategic planning committee is leaning towards option #3 as a next step. I need you folks to weigh in heavily on this. I am as yet undecided as to which option is best.  
  
The Strategic group raises two issues we might also want to discuss:  
  
1. Working with Tiffany. I will know more about this on Monday; I'm going to her house tomorrow for drinks and to meet her husband and kid.  
  
2. **Real concern that we need more CC members at the July 10-12 AAN meeting.** Question: Should we take $$ out of the TMC budget to fly a couple of you to Nashville? Current cost is about $600 roundtrip.

https://mail.google.com/mail/u/0/images/cleardot.gif