Strategic Planning Meeting

July 14, 2026

Minutes

Call to order at

Attendance Listing

Roll Call- ***29 voting strength, Need 15 for Quorum***

EC MEMBERS		**COMMITTEE CHAIRS**	
1. Jennifer Pleasants, President	X	Stacy Cochran, Convention	-
2. Cliff Stubbs, President- Elect	X	18. Tonya Booth, Hollis Liaison	x
3. Carla Adams, 1st VP	X	19. Ron Byrd, Comms	X
4. Pete Jaramillo, 2nd VP	X	20. Sean McCracken, SYSOP g	X
5. David Cook, Treasurer	X	21. Audra Sullivan, Industry Relations	x
6. Angela Theesfeld, Secretary	NP	22. Lisa Gracia, Website	NP
7. Scott Long, Imm Past Pres	X	23. Chuck Rosen, Dir of Leg	NP
		24. Denise Villagran, Leg Fundraising	X
		25. R.J Lailelli, Leg Fed Chair	X
STAFF		26. Misty Baker, Leg Activities	X
Lisa Strug, Exec Dir	x	27. Emily Trevino, Leg Liaison	NP
Jessica George, Asst Exec Dir	X	28. Dee Eller, PD Chair	X
Shannon Meroney, Lobbyist	X	29. Brietta Williams, Awards	X
Mike Meroney, Lobbyist	X	30. Amy Perry, Care Chair	NP
		31. Matt Scott, Vanguard/LPRT	X
TRUSTEES		32. Nicholas John, Membership	NP
8. Stacy Cochran, Trustee & Convention	X	33. Hector Gracia, DEI	NP

9. Michael Ledgerwood, Trustee	NP	34. Nicole Morgan, Medicare Chair	X
10.Krista Palmer Lipe, Trustee	NP		
CHAPTER PRESIDENTS			
11. Alicia Valdez, Houston Pres	X	35. Chad Oerman, Coastal Bend	X
12. Beau Bentley, East TX	NP	36. Cyndi Stubbs- Fort Worth	X
13. Caleb Reynolds, Austin	x		
14. Carmen Freeman, Dallas President	x		
15. Victoria Vela, SOTX President	x		
16. Stacia Merriett, Lone Star President	NP		
17. Monique Monreal, San Antonio	NP		

A. Strategic Planning Goals

1. **Immediate Past President – Scott Long**
    a. Will work with Honorees Corp
    b. Will promote LPRT when we get new name change
    c. Will update all sunsetting P&Ps
2. **Secretary- Angela Theesfeld**
    a. Membership Chairs – monthly outreach
        i. First call was already set
    b. Medicare chair – Nicole will submit goals for the year to include a possible Zoom call for Medicare Education
3. **Treasurer- David Cook**
    a. Awards- Brietta
        i. Guidebook needs to be updated as well as the website to reflect new changes to how we will administer awards
    b. Professional Development- Dee Eller
        i. Change LPRT program details- Matt Scott

4. **Legislative- Pete Jaramillo**
    a. Industry relations – 1 event already attended
    b. PAC – 100% state and local board participation is the goal
        i. Awards given at the convention in 3rd quarter
            1. Top chapter amount
            2. Top individual donor
            3. Highest % of chapter donations
5. **Communications – Carla Adams**
        i. Present "Working with Media presentation" at a chapter meeting
        ii. Every board member write a article for the enews
        iii. EC board must submit 2 articles

6. **Convention – Cliff Stubbs**
    a. Theme - artwork in progress, sponsors in progress
    b. Need a sponsorships chair
7. **Chapter Presidents**
    a. Promote PAC participation- use national resources available to do so, and use Victoria for this
    b. 100% participation at state convention
    c. Nedra asked if the Governance committee can consider a Chapter Share becomes a scholarship to convention instead- asked to bring up
    d. Required Attendance from the chapters at state sponsor calls: Leadership training, PD calls, membership calls, leg calls

Dee made a motion to approve the amended goals. Brietta seconded. No discussion. Motion passes.

Adjourn 1:50 pm