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The Board of Directors of the American Association of Daily Money Managers met via telephone conference on Wednesday, August 5, 2015, with Courtney Smith presiding.

PRESENT

Courtney Smith, President
Caitlin Hall
Lewis Knopf
Leah Nichaman
Sheri Samotin
Alison Salisbury
Louann Webber
Denise Ott, staff
Erin Connelly, staff

ABSENT

Jackie Bell
Clare Dubé
Marcia Turner
Robyn Young

Ms. Smith called the meeting to order at 1:03 p.m. Eastern time.

Ms. Samotin reviewed the goal for today to review the messaging of which the board will vote on at a later time. The new messaging will be incorporated to all collateral pieces of information including the website upon board approval.

Ms. Samotin reviewed the mission statement and the Board agreed that it was fine as is. During the conversation, Mr. Knopf presented a change and Ms. Ott reminded the Board that this would require a bylaws change. Mr. Knopf rescinded his change.

Ms. Samotin reviewed the brand statement, member description and the current definition of a Daily Money Manager (DMM). The board agreed to remove the word personal and change monetary to financial.

The Board discussed and decided that the definition is as follows: *Daily Money Managers provide assistance to clients who have difficulty in managing their day-to-day financial affairs. The services meet a continuum of needs, including managing bills, budgets, recordkeeping and more.*

The Board had a lengthy discussion about the AADMM brand and decided that what was being proposed above would be fine moving forward. Ms. Samotin planned to update the brand statement and member description using the language above.

The Board reviewed and agreed that the following terms will be used as tags on the website for search engine optimization (SEO):

- Senior citizens, older person, the elderly, seniors, elderly parents, older adults
- Adult children, sandwich generation
- People whose careers make it difficult for them to find time for their own paperwork, busy professionals
- People whose medical issues simply make it difficult to keep up with their finances, the disabled
- High net worth individuals
- Small businesses
- People who travel frequently
- Military personnel
- Bookkeeping services
- Veteran

The following terms will be used in written content:

- Seniors and older adults
- Adult children
- Busy professionals
- People with disabilities
- High net worth individuals
- Small businesses owners
- Frequent travelers
- Military personnel and veterans
- Non-profit organizations
- People in life transition

Ms. Samotin referred to the DMM overview document and explained that she will make final edits and add those to the document. She asked the Board review the bulleted list of services and email her any additional services by **Wednesday, August 12**. During the discussion, the board agreed that adhering to the code of ethics should be added and that the final paragraph should be re-written. Ms. Samotin planned to provide the final document for Board approval.

Ms. Samotin noted that she agreed to do the rewrite of the overview but not the entire website content. She asked that Ms. Smith identify volunteers from the Board who could assist with the creation and modification of the other sections on the site. She recommended that Ms. Smith assign individuals to different sections noting that some pages will need to be created such as small business owner information and professional referral sources. Ms. Ott planned to follow-up with Ms. Smith since the conference call was dropped at 1:46 p.m.

Ms. Samotin mentioned that after the sections are completed and the language defined, the Board can start to update the collateral information such as the PowerPoint, marketing materials, etc. using those terms.

Ms. Hall planned to send the site map for review via email.

The call was adjourned at 1:58 p.m.

Denise Ott

8-5-15 do