

# Sacramento ATD Board Meeting Agenda

Video conference via Zoom:  
<https://zoom.us/j/740800340>

April 24, 2018  
5:30 p.m. – 7:00 p.m.

## Attendees:

Sarah Crawford, Allison Horak, Kim Geil, Rosalind Sago, Wendy Brodnick, Alex Read, Steve Holt

## Agenda:

5:30 p.m.—Arrival and welcome (Sarah)

5:35 p.m.—Meeting called to order (Sarah)

5:35 p.m.—Opening remarks (Sarah)

5:36 p.m.—Vote to Approve March 2018 Meeting Minutes (Board)

- Allison made motion; Alex seconded, open for discussion, no dissenters, all in favor—motion passed

5:38 p.m.—Vote to Amend Chapter Name with CA Secretary of State to match the Sacramento Chapter, ATD Constitution and Bylaws: Sacramento Chapter of the Association for Talent Development (Sarah)

- Sarah is tabling this discussion until later because she's having trouble locating any information about our chapter ever incorporating. Alex Read doesn't have any specific knowledge. Dennis Wade, Tyler Wade, Mike Hodge, and Tina Shaw are people we can potentially follow up with, as Past President, to see if they remember anything about our name and/or tax-exempt status.

5:43 p.m.—Vote to fill vacancy for Director of Membership position (per Bylaws Article V, Section 2b): Wendy Brodnick to replace Casey Field (Sarah, Board)

Replace by majority vote; Casey Field has resigned as Director of Membership and Director of Strategic Partnerships due to family obligations. Wendy talked about learning a new role and her willingness to take on membership. Jen Anderson will continue in social media role, and she's looking to expand and do a little more general marketing...and is interested in possibly being in a director role next year. Allison made a motion; Kim Geil seconded; after discussion, all in favor, no dissenters. Welcome, Wendy

5:59 p.m.—Membership & Strategic Partnerships update (Sarah)

### MEMBERSHIP

- Membership numbers comparison show we had 229 members in January 2018, and we are now up to 247 members in April 2018.

- We have 16 new group members.
- We have 3 new student members.
- And, we are pleased to have 1 new veteran member.
- Regarding members at events so far this year, we have had 132 attendees at events.
- Of the total amount of people registering for events in 2018, we have an 80% rate of people registering, then attending; this means we're losing 20% for some reason, even in light of our policy to not refund money if you're a no-show.

#### STRATEGIC PARTNERSHIPS

- Discussion and Vote: University of Pacific 2018 Partnership Agreement Alex made a motion; Allison seconded; discussion included making any de minimum grammatical changes to make the document grammatically correct; none of these possible changes will change the meaning of the agreement. All in favor, no dissenters. Motion passed.

#### 6:06 p.m.: Programs update (Rosalind)

- Attendees are enjoying our events: The March 29 panel discussion received an overall 4.75, and the April 10 Lee Scott Strategic Planning event received an overall 4.59.
- Approximately 50% of attendees are submitting feedback after an event, which is an increase. Thank you to Kim who used the Question Pro and the QR code at the Lee Scott April event.
- Katrina Kennedy *Engaging the Modern Learner*. Halfway there with registrations. More marketing pushes needed to get our numbers up.
- June 4 marketing language is already available for Wendy or whomever will be handling the marketing. Location: Schools Insurance Authority.
- August is on Kori; still working on it. Alex Read will give more information when he reports on Special Events.
- September webinar 26 (11:30 a.m.–12:30 p.m.) (presenting to executives your story about training) and October are possibly open, but October is being handled by Steve Holt. The webinar is currently considered a freebie. Alex Read suggests charging something (like \$5) so people feel like they're getting a value. Wendy suggests making it free for members; \$5 for non-members. Everyone agreed that was the way to handle it.
- November—Kathleen Webb from the Gov Ops team will be our speaker. There are three possible dates being considered. Kori is the primary on that event.
- December—COLA will be on Wednesday, December 5, at the MIND Auditorium. There is a special committee working on COLA.
- Kori has requested a streamlining of the PPTs at our events, rather than toggling back and forth between multiple PPTs (marketing PPTs and presenter's PPT). Allison suggested providing presenters with a template to aid with a better process for slides.
- Steve Holt is working on the October event, which is in conjunction with a VSP event/speaker. He is also exploring the possibility of partnering with SAHRA on that event.

6:26 p.m.: Special Events update (Alex)

- For the next Katrina education session, 17 seats filled, leaving 8 to go to be filled. Alex will kick off the event. We are partnering with Bruce Winner of Los Rios and Katrina re the printing of the materials and bagels and juice for kick-off day. The particulars are covered by our education partnership agreement.
- Alex and Kori are working together to try to figure out and plan a road show for August. Kori has connections with Sutter Health and Raleys. And, Alex Read has a connection with Franklin Templeton that he's exploring.
- Kori has a cousin who works at Air B&B in San Francisco. This is another possible location / sponsor of a road show. It would be in the Bay area, but it's a very cool setting. We could maybe have the event from 10:00 a.m.–2:00 p.m., which could help with traffic. We could also partner with the two Bar area chapters to get a good turnout.
- End of May is deadline for either choosing a location for a road show; but, the road show idea falls through, the timing may be difficult to get another thing going for an August event at that late date

6:35 p.m.: Marketing/Communications update (Wendy)

- Gamification June event is done. We need better photo of Kathryn Fortin, the speaker.
- With transition of roles, as soon as presenters fill out questionnaire, please post on Trello
- Newsletters May publish is May 8; Trello board is where we should post our ideas; what can members “learn / connect / do” based on what we publish
- We're trying to publish the newsletters toward the beginning of each month
- Wendy put a Sac ATD PPT template on Trello in Marketing and Communication

6:46 p.m.: Finance update (Kim)

- Overall, it's a good report.
- We have more money than last month.
- Aging receivables are way down thanks to Erin's hard work and new finance policy.
- We are doing well with the budget for this year. We are within \$300 of what we budgeted. However, next month we will have our Wild Apricot annual payment, but we switched to monthly payments for our QuickBooks payment.
- Some money we earned was \$500 for being awarded Chapter of the Month; and, we earned \$900 from elearning guild for their email blast.
- Kim will work with Alex to make sure anyone we partner with for a special event where fees are being split has a 1099 tracking income
- Kim received a phishing email from Sarah Crawford at a fake email address
- Should we open a reserve account (savings account); we're supposed to be up to \$10,000. Allison will check last year's minutes because we think that has been approved already.
- Printing costs for events are currently not a budgeted item; at a minimum, most events have a notes sheet. The board agreed that this should be added as

an expense to every event. We can look at ways to cut costs, like having only one side printed in color, etc.

6:55 p.m.: Past President update (Allison)

- Finance policy—Allison has worked on creating a final version of our finance policy for review. Kim and Sarah will do a first review. Then, Allison will circulate to all board members for review and comment. After incorporating all relevant comments and changes, Allison will re-circulate the proposed final version. We can then have a virtual vote on enacting them.

7:03 p.m.: Adjourn

Notes/Action Items:

- Allison will send Kim last year's ALC session applications for reference
- Allison will create some proposed parameters for the beginning of newsletter, like word count / length, deadline, etc.; examples of focus of the letter include a recap of your ICE experience, something related to the program that month, a topic relevant to our membership, etc. The opening greeting can include a photo of the author/board member.
- Allison will check minutes for approval of reserve account
- Sarah will keep running list of sponsors: Capitol Training (Katherine) and Kori, who have personally donated something throughout the year to be sure to mention them at COLA at the end of the year.
- Alex and Kori are working together on August road show event.