

# Sacramento ATD Board Meeting Agenda & Minutes

January 30, 2018  
5:30 p.m. – 7:00 p.m.

Video conference via Zoom:  
<https://zoom.us/j/822188378>

## Attendees:

Sarah Crawford, President  
Allison Horak, Past President  
Kim Geil, Director of Finance  
Alex Read, Director of Special Events  
Casey Field, Director of Membership and Strategic Partnerships  
Rosalind Sago, Director of Programs  
Wendy Brodnick, Director of Marketing and Communications  
Jen Anderson, Marketing and Communications Associate  
Erin Castleberry, Virtual Assistant

## Agenda:

Call to order 5:35 PM (Sarah)

Approval of Minutes (Sarah)

- Motion by Kim to approve December meeting minutes, seconded by Roz, all were in favor, no dissenters, motion passed.

President's Update (Sarah)

- Meeting minutes will be added on Trello and to the website.
- Discussion on the need to update the executives on the Wells Fargo bank accounts. Sarah recommended that the President (Sarah Crawford), Past President (Allison Horak), and Director of Finance (Kim Geil) be added as the executives on the accounts, removing any past executives). Wendy motioned to approve the recommendation, seconded by Roz, all were in favor, no dissenters, motion passed. Kim will work with Wells Fargo to get everything updated.
- 2017 CARE Report was submitted and met the early deadline. Although we did not receive the prize, we did achieve 100% compliance!

Past President's Update (Allison) 5:47 PM

- Finalized 2018 VA Position Description with Alex and Erin and posted on Trello.
- As part of CARE report, prepped rough draft succession plan. Will be continuing work on that.
- Social Media and Finance Policy will need to be reviewed and signed by all directors – out on Trello.
- Sarah working on posting all position descriptions, operational plans, succession plans, etc. on Trello.

Programs Update (Roz) 5:52 PM

- Close to having all monthly meetings confirmed – very close.
- Program matrix has been uploaded to Trello with most recent updates.
- Working on developing a checklist for vetting speakers.
- Contacted MIND Auditorium to lock in date for COLA – need to follow up.

- Katherine has volunteered to take on the role of Volunteer Coordinator. Going to try to boost participation and bring more value to that position/volunteers.
- Working with Wendy on nailing down theme for the year – Wizard of Oz.
- Katrina will be providing one monthly meeting this year.
- Big Give email promo to go out by the end of the week and weekly after that. Working with Wendy to finalize the details and copy.
- Sarah will share documents from last year's Big Give event with Roz and Wendy.
- Wendy will send potential employment law speaker info to Roz.

#### Special Events Update (Alex) 6:03 PM

- New MOU with OD SIG has been signed and uploaded to Trello.
- Sarah signed sponsorship agreement with Los Rios. Need to follow up with Bruce on final executed copy.
- Katrina contract almost done. Will be following up with her and Bruce.
- Some emails were sent regarding the facility use agreement with Los Rios – will close the loop on that.
- Will be working with Wendy on marketing plan for Katrina's classes. Katrina provides a lot of her own stuff.
- Working with VSP on nailing down details for our one Supersession event. Topic is likely instructional design. Will be an all-day event in the \$100-ish range. Perhaps a night-before session as well. Revenue after expenses will be split with speaker. VSP donating the space.

#### Marketing and Communications Update (Wendy) 6:13 PM

- Reaching out to the directors to find out what their marketing needs are.
- Jen Anderson will join the team as an associate working primarily with social media. Andrea Carli will also join as an associate working primarily on graphic design.
- Some theme ideas for graphics have been uploaded on Trello.
- Working on website development and updating look and flow.
- Working on an OD SIG graphic icon for branding that.
- Want to develop an elevator pitch for the chapter – what we offer our members.
- Working with Roz on finalizing a testimonials sheet to be available at events so that we can make sure we have people permission to use their testimonials in print and on social media.
- Directors are encouraged to please take pictures at all events and send to Jen. Jen will filter and vet the pictures for use on social media, etc.
- Will be working with Roz to standardize program flow – begin each event the same, have a new member component, etc.
- Will be using Jen to help us with having a bigger Twitter presence, and encouraging event attendees to Tweet with hashtags for events.

#### Finance Update (Kim) 6:26 PM

- Worked with Ed to finalize 2017 financials for CARE report.
- 2017 showed a significant revenue drop – likely due to aging receivables.
- Budget history has been uploaded to Trello.
- 2018 Proposed Budget has been uploaded to Trello. Some changes since it was first posted are mainly in the consolidation/simplifying of detail lines. We were conservative on revenue projections. Used last year's attendance numbers and slightly lowered them to be safe. Budget shows an estimated net surplus of about \$3,000.
- Discussion on what our goal for this year would be as far as surplus. CARE recommendation to have \$10,000 reserve so that would be a long term goal (over next 3 years). Number one goal is to break even. Soft goal would be to have \$3,000 surplus at the end of the year.

- Motion by Casey to approve the 2018 budget, seconded by Wendy, all were in favor, motion passed.
- Alex brought up that we can always amend our budget as we go depending on how things are going and suggested quarterly review.

#### Membership Update (Casey) 6:49 PM

- January Membership Report was uploaded to Trello – everyone loves the look of it!. Working on better membership tracking data in Wild Apricot. Report reflects 10 new members and 11 renewals for the month for a total of 229 current members.
- Revamped some member emails and will be vetting them through Wendy.
- Working on streamlining website domains this year. Todd did some legwork on that so Sarah will send that info to Casey.
- Need to work with Roz and Wendy on setting up the regional meet-ups.
- Interested in pursuing a Town Hall style event on a WebEx platform this year. Sarah recommended July might be a good time, prior to board retreat.
- Sponsorship updates have been posted to Trello – will be continuing to work on those relationships.

Meeting adjourned 7:00 PM (Sarah)

#### Action Items

- Add board meeting minutes to Trello and website (Erin)
- Update executives on Wells Fargo accounts (Kim)
- Review and sign Social Media and Finance Policies (Directors)
- Upload all position descriptions, succession plan, operational plans on Trello (Sarah)
- Confirm COLA date with MIND Auditorium (Roz)
- Send Roz and Wendy documents from last year's Big Give event (Sarah)
- Send Big Give copy for website and email promo to Erin (Wendy)
- Send potential employment law speaker contact info to Roz (Wendy)
- Get a copy of fully executed sponsorship agreement with Los Rios from Bruce (Alex)
- Finalize and sign contract with Katrina (Alex)
- Follow up on facility use agreement with Bruce at Los Rios (Alex)
- Develop testimonial sheet in time for next event (Wendy)
- Send re-vamped member emails to Wendy for review (Casey)