

# Sacramento ATD Board Meeting Agenda & Minutes

March 27, 2018  
5:30 p.m. – 7:00 p.m.

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

## Attendees:

Sarah Crawford, Allison Horak, Kim Geil, Casey Field, Rosalind Sago, Wendy Brodnick, Jen Anderson, Erin Castleberry

## Agenda:

Call to order 5:36 PM (Sarah)

Approval of Minutes (Sarah) 5:37 PM

- Motion by Allison to approve the February Board meeting minutes, 2<sup>nd</sup> by Kim, no dissenters, all in favor, motion passed.

President's Update (Sarah) 5:40 PM

- Discontinuing the Book Club due to lackluster participation. Facilitator will not charge us for using the service last year. Facilitator will be working to roll out program with ATD national and we can use that program. Wendy will craft an email to existing participants letting them know.
- COLA planning underway – first meeting took place. Sarah to send another poll for scheduling next meeting. Updated documents have been posted on Trello along with a task list.
- We will be seeking a new Director of Membership as Casey is resigning to focus on his family. Please refer anyone you think may be a good candidate. Job description is on Trello. Must be current member with good participation in chapter. Erin to check reg lists for the past year on frequent attendees. Please share with your network and refer interested parties to Sarah.

Past President's Update (Allison) 5:54 PM

- Spoke on the NACC call today re: our COM award, slideshow, CARE, and SOS's. Another chapter shared their SOS of a travel themed program year – annual passport, stamps for their passport at each event, etc.
- NACC will be hosting a Monday lunch during ICE.
- May 15<sup>th</sup> tax deadline for 990's.
- 75<sup>th</sup> anniversary of ATD national – rolling out the #ATD@75 social media campaign.
- Financial Policy still in progress.
- Succession plan compilation ongoing.

Programs Update (Roz) 6:02 PM

- Feb event (Big Give) – great evals, kudos to Katherine for putting together resource sheet.
- March event reg low right now, pre-survey sent out to registrants, panelists are good to go, several raffle items obtained. Winner of ATD cert will need to work with Sarah to get the form filled out to redeem. Volunteers and catering all set – new catering company with full service.
- Continuing work on April and June events.
- May 14<sup>th</sup> event – Katrina will send content next week when she returns.
- August event – still working on finalizing.
- Receiving speaker proposals so we are evaluating those.

- Steve working on nailing down supersession info – deadline set for April. If it's a no-go, then we need to get a national-level speaker on board ASAP.
- Erin to send past Katrina copy to Wendy.

#### Marketing and Communications Update (Wendy) 6:25 PM

- Working on April newsletter – should have draft ready tomorrow
- Jen has been working a lot on social media – kudos!
- Added Realties360 paid advertisement to promo schedule.
- Planning to plug COLA in April newsletter.
- Trying to spread out our social media postings – please share, retweet, etc to your own network. If you have any articles, links, etc that you think are worth sharing as a value add for our members, send to Jen.
- Discussion on multiple LinkedIn pages – working on transitioning to the one with 600 followers.

#### Finance Update (Kim) 6:34 PM

- Tested UMU – Kim and Roz to discuss offline re: using at March event.
- Finances in the black so far for this year.
- Recovered some late fees and finance charges from Wells Fargo.
- Need to officially change name with Secretary of State before we can change name on bank account.
- Lisa donated \$260 subscription to QuickBooks.
- 1099's are out – need to make it part of our policy to get W-9's from every profit-share speaker so we aren't scrambling to get info at end of year.

#### Strategic Planning Update (Casey) 6:45 PM

- Alliant University – working on MOU, going slow. They'll host 3-5 events, trying to get them to cover catering costs. They want email blasts (4). They'll give 10% discount for ATD members and provide us with speakers.
- UOP – same as last year. Also interested in exploring a student consultant internship.
- Had a call with Waggl – not a good fit for us. Couldn't determine our benefit.

#### Membership Update (Casey) 6:56 PM

- 10 new members plus 12 pending new members = 22 new for March.
- Looking into how long pending can stay pending in WA.
- ATD Store update – 16 remaining addresses – Casey to follow up. Erin will send updated list to Sarah, Wendy, and Casey so they can reach out.
- Still working on promoting veteran membership and getting the word out.

#### Meeting adjourned 7:05 PM (Sarah)

#### Action Items

- Craft email to existing Book Club participants on discontinuation (Wendy)
- Send poll for scheduling next COLA planning meeting (Sarah)
- Check registration lists from last year's events from frequent attendees (Erin)
- Send past email copy for Katrina event to Wendy (Erin)
- Pull membership list of missing addresses and send to Casey, Wendy, and Sarah (Erin)