

Sacramento ATD Board Meeting Agenda

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

May 29, 2018
5:30 p.m. – 7:00 p.m.

Attendees:

Sarah Crawford, Allison Horak, Kim Geil, Rosalind Sago, Wendy Brodnick, Alex Read, Jen Anderson, Erin Castleberry

Agenda:

5:30 p.m. – Arrival and welcome (Sarah)

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

5:36 p.m. – Vote to Approve April 2018 Meeting Minutes (Board)

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

5:38 p.m. – Opening remarks (Sarah)

- Sarah attended chapter leadership day – brainstorming session for chapter leaders. Came away with a couple things that stuck with her. First is that another chapter had a monthly standing board lunch – opportunity for members to come have lunch with the board, board members to bring potential future chapter volunteers and/or leaders. Second was the need to develop our 30-second elevator pitch for our chapter – will be further discussed at our July Board retreat.
- Board retreat officially scheduled for July 21st 9am – 1pm.
- ALC presentation applications were due earlier this month. We submitted one application for a Virtual Assistant presentation. We should be notified by the end of June on whether or not our submission was chosen.
- Starting to plan for next year’s Board – please refer any interested parties to Sarah and/or Allison.
- Please review email that Sarah sent out on partnership with VSP for October supersession event.

5:44 p.m. – Strategic Partnerships Update (Sarah)

- UOP agreement is finally complete. Sarah will post it on Trello.
- Continuing to pursue opportunity with Alliant University in West Sac. Due to timing, might consider an agreement that runs June-June instead of remainder of calendar year.
- Exploring potential affiliate link with elearningart.com – site with resources for trainers. They have a program where we can get \$25 for every person referred by ATD Sac that signs up for a free trial. Will be scheduling a phone call to discuss.

- Have tried reaching out to Academy X and gotten no response. Since no agreement exists for this year, Sarah will reach out one more time – then remove from website if no response.
- No new agreement in place with Sac State CCE. Alex reports that budgets are tight this year, so they are hoping to possibly be back next year. Erin to remove from website.

5:56 p.m. – Finance Update (Kim)

- 2017 taxes have been filed – \$10 paid to State of CA.
- Currently \$37K between our two accounts - \$9K more than this time last year.
- Working with Wells Fargo on a few old past due credit cards that slipped through.
- There is currently \$4700 in savings plus \$2000 marked as reserved in same account. Discussion on how we want to treat “reserve” funds – same account as savings or separate account? Going to keep in same account for now and research a separate reserve account with higher yield.
- Discussion on having an automatic deposit of \$100 per month go into savings. Alex made motion, Allison seconded, open for discussion, no dissenters, all in favor – motion passed.
- Getting emails on renewing domain names – not sure how to handle. Sarah referred Kim to Todd Greider for background info on domain names, etc. Kim will contact Todd and Sarah will send some past emails from Todd about the topic.

6:10 p.m. – Programs Update (Rosalind)

- Programs report is up on Trello.
- May event was sold out. 50% viewed the evaluation and only 50% of those viewed it actually completed it. Going to explore why people aren’t completing the evaluation.
- Gamification registration is on the lower side right now. Still one more email to go out.
- August – fireside chat – more info coming soon for marketing.
- September – finalizing a webinar and a live event.
- October – joint supersession with SAHRA and VSP. Sarah sent out proposal so please review and provide feedback. Will be a profit share on registrations.
- Received several speaker proposals and those details are included on the programs report uploaded to Trello.
- Will send response email language to Erin for when speaker proposals are received.

6:25 p.m. – Special Events Update (Alex)

- Deep Dive – 10 registered out of 25 max. 2 more emails still to go out. Will run this class for sure.
- Trainer as Facilitator – only 4 registered. Discussion on cancelling class and moving those registrants to November offering. Erin will contact registrants to move registration to November or refund. Erin will remove from website and cancel all marketing.

6:32 p.m. – Marketing/Communications Update (Sarah/Erin)

- Working with Rosalind on getting all info for fall events so we can add them to website.
- Erin and Sarah will touch base on email plan for the summer/fall.

6:35 p.m. – Membership Update (Wendy)

- Working on cleaning up membership reports. Currently showing 8 new members for April and 3 for May. Membership report is up on Trello.
- Still waiting on 20+ addresses for members. Erin to send updated list to Wendy and Sarah so that they can make phone calls to those we are still missing.
- Wendy to chat with Erin on Wild Apricot reports.
- Making a visit to UOP to market student memberships.
- Planning to send membership drive email sometime during the summer. Will send content to Erin for email.
- Sarah reports that we have already met 8 of 10 CARE requirements – yay!

6:43 p.m. – Past President Update (Allison)

- Finance Policy has been finalized. Kim has some additional thoughts on what should be added – will send them to Allison. Allison to send out for vote via email next week.
- Assisted Sarah with ALC presentation proposal.
- Assisted with newsletter.
- Assisted with working on Alliant MOU with Sarah.
- Going through/purging old records.
- Continuing succession planning.
- Working on COLA judging info. Sarah to send out doodle poll tomorrow for next COLA planning meeting.

6:49 p.m. – Marketing/Communications Social Media Update (Jen)

- Increasing presence on social media – Twitter, Facebook, LinkedIn. Gaining followers and increasing activity. More discussion are happening which is great. Trying to really use social media as a value added benefit for our members.
- Want to reach out to upcoming speaker for potential social media content – blogs, articles, etc.

6:58 p.m. – Adjourned

Notes/Action Items:

- Review email from Sarah on partnership with VSP on October supersession (Board)
- Post final UOP agreement on Trello (Sarah)
- Remove Sac State CCE from sponsorships on website (Erin)
- Contact Todd on domain name background (Kim)
- Send Kim background emails on domain info (Sarah)
- Send response email language to Erin for received speaker proposals (Rosalind)
- Send upcoming event details and content to Erin and Sarah for posting on website and marketing (Rosalind)
- Notify Trainer as Facilitator registrants about cancellation (Erin)
- Cancel all Trainer as Facilitator marketing (Erin)
- Touch base on marketing plan for summer/fall (Sarah and Erin)
- Chat with Erin on Wild Apricot reports (Wendy)
- Send final thoughts on Finance Policy to Allison (Kim)
- Send Finance Policy our for vote via email next week (Allison)
- Send out doodle poll tomorrow for next COLA planning meeting (Sarah)