

Sacramento ATD Board Meeting Agenda

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

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

Attendees:

Sarah Crawford, Allison Horak, Alex Read, T.S. Hamilton, Rosalind Sago, Kim Geil, Wendy Brodnick, Katherine Adraktas, Erin Lebacqz, Erin Castleberry

Agenda:

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

5:37 p.m. – Meeting called to order (Sarah)

5:39 p.m. – Vote to Approve Board Meeting Minutes (Board)

- September minutes – Alex motions to approve; 2nd by Kim; discussion on reviewing and correcting time discrepancies on the minutes; no dissenters; all in favor – motion passed.

5:41 p.m. – President’s Update (Sarah)

- 12/15 Board retreat date has been scheduled for all day. Roz working with Lumina Learning on a group assessment activity. Will be sending out a SWOT analysis to board members to complete and send to Sarah/Allison prior to the retreat.
- Posted 3 month goals in Trello. Goals include pursuing name change (figured out that we are under the ASTD umbrella and that’s why we aren’t registered independently at the Sec of State), reaching out to national members who aren’t local members to try and boost power membership numbers (currently at 31% and need to be at 35% for CARE requirements), complete SWOT analysis using template from ALC, member survey, and an annual report for the chapter (also a CARE requirement).
- Checkbook has been passed back to Kim.

5:50 p.m. – Special Events Update (Alex)

- 10/19 Deep Dive – 12 attendees. Not an ideal location, but no complaints received so far.
- 11/1-2 Trainer as Facilitator – 21 registered. Location moved to hotel and covered by Los Rios.
- Starting the conversation with Los Ríos and Sarah about 2019 schedule. Not sure about space availability for Los Rios as we don’t know the remodel timeline.

5:58 p.m. – Programs Update (Roz)

- 10/9 event – estimated \$2K profit, session received 4.5 eval average, some complaints about lack of food.
- ALC takeaway – use talent development rubric for programming and speakers.
- 11/7 event – Katherine and Roz attending.
- COLA – need 85 attendees, ordered 100 books. Need to discuss parking permit at \$3/pp (perhaps work on securing a parking sponsor). Secured trophy company for awards. Exploring wine donor (Sarah will pass along contact info for potential donor). Mike Hodge has offered wine at cost and is going to provide a quote for 25 bottles.
- January – working on a team building event. Location booked at the Sacramento Regional Fire and EMS Communications Center (SRFECC).
- Worked with Katherine on mapping out 2019 programming.
- Will be sending out an email to volunteers with promo code for COLA.

6:13 p.m. – Membership Update (Wendy)

- 268 current members (22 overdue renewals – will be reaching out to these).
- Power membership at 31% now, needs to be at 35%. Will be working on a campaign after the veteran membership campaign.
- CalSTRS renewal coming – TS will reach out to contact on that.
- Veteran initiative now open – mixer event on 11/14 at the Brickyard in Roseville. 5 RSVP's so far after 1st email. Discussion on how to incorporate veterans into COLA – perhaps with ribbons. Programs already looking into getting ribbons – will get some costs together (Wendy will send over quotes she already had).
- ATD promo material that was mailed will go into meeting back for distribution at future events.

6:30 p.m. – Finance Update (Kim)

- Numbers looking healthy – over \$40K in the bank with some expenses outstanding (Sept event catering reimbursement, ALC credit card charges).
- Aging receivables are low.
- Generally bringing in more income than expenses, but always a lag with documenting expenses.
- Alex to follow up on 9/17 event lunch receipt.

6:36 p.m. – Marketing and Communications Update (Sarah)

- Erin C. will send updated email promo schedule to Jen/Erin L.
- Erin L. will be joining us in a copy writer/editor role. Still recruiting another person to help with social media and branding/images, etc.
- Programs handling all printed materials for COLA.

6:43 p.m. – Strategic Partnerships Update (T.S.)

- Need to connect with Roz re: Arbinger as there is some cross over.
- No response back yet from Rod Githens at UOP re: checking in.

- Got access to WA and have some ideas on how to revamp the website to attract more partnerships/sponsorships.
- Getting close to contact max in WA – Erin to work with Wendy on strategizing WA clean-up.
- ALC takeaways: segmenting partners/sponsors into categories (advertisers, partners, sponsors); engaging with millennials; community outreach (planting the seed for executive advisory council for being on the pulse); Code of Conduct for board/members.

6:51 p.m. – President’s Update continued (Sarah)

- COLA nominations – 5 received for Best Practices (3 public sector, 1 private sector, 1 needs clarification as it could go either public or private). 2 judges confirmed, 1 pending (may utilize the 2 and then go to the 3rd if a tie breaker is needed). Need to decide how many we want to recognize given that no nominations were submitted in the other categories. Will meet up in mid-November to decide final guidance on COLA award distribution.

7:01 p.m. – Past President’s Update (Allison)

- No further updates needed.

7:03 p.m. – Adjourned

Notes/Action Items:

- Sarah to send out info to Board members re: board retreat on 12/15.
- Sarah to send contact info to Roz for potential wine donation.
- Erin C. to send T.S. contact info for CalSTRS group membership renewal.
- Wendy to send ribbon pricing to Roz/Katherine.
- Erin C. to put ATD promo material in meeting bag.
- Alex to follow up on 9/17 lunch receipt.
- Erin C. to send email promo schedule to Jen and Erin L.
- Sarah to send out more info on COLA awards distribution.