

Sacramento ATD Board Meeting Agenda

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

September 25, 2018
5:30 p.m. – 7:00 p.m.

Attendees:

Allison Horak, Alex Read, T.S. Hamilton, Jen Anderson, Rosalind Sago, Kim Geil, Wendy Brodnick, Erin Castleberry

Agenda:

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

5:32 p.m. – Meeting called to order (Allison)

5:33 p.m. – Special Events Update (Alex)

- 9/5 Fundamentals – Moved to Marriott. Good group of 16-17. Los Rios picked up the tab for the breakfast and room rental.
- 9/28 Graphic Designer – Sold out! Held at Sac State CCE.
- 10/19 Deep Dive – 6 of 25 spots filled.
- 11/1 Facilitator – 10 of 25 spots filled.
- 9/17 event – Approx. \$600 net revenue from his estimation.
- 11/7 OD SIG – Discussion on wine tasting at the event. Alex reported it would be \$300 for the insurance needed. No one in favor of moving forward with the wine tasting due to the cost incurred.

5:45 p.m. – Programs Update (Rosalind)

- 9/17 event – Very well attended. PowerPoint and handout sent to attendees after the event and posted on Trello. Average eval score was 4.74. Some parking complaints. Everyone loved the food!
- 10/9 event – Almost sold out. Working with Steve at VSP on volunteers for the event. Need to send registration list to VSP 1 week prior to event.
- 11/7 OD SIG – Already discussed in Alex’s update.
- 9/26 webinar – 120 registered (80 from ATD). Wendy will participate and report back.
- 12/5 COLA – Discussing pricing with Wendy – want to keep it the same as last year. Katherine exploring some alternative volunteer options with students so that our volunteers can actually relax and enjoy themselves. No nominations received yet. Allison encourages the Board to reach out to the networks personally.

5:53 p.m. – Marketing and Communications Update (Jen)

- 2 new helpers on board – Beth and Erin L. Getting organized with them and delegating work.
- Promoting COLA submissions on social media. Discussion on ideas for how to promote this better.

6:00 p.m. – Membership Update (Wendy)

- September “Member Week” drive resulting in a couple new memberships including a large group from CalHR (thanks Roz!).
- 257 current members (234 active, 13 overdue renewals, 10 pending new).
- Haven’t heard back from Samantha on power membership %.
- Wendy will reach out personally to those in renewal period.

6:08 p.m. – Strategic Partnerships Update (T.S.)

- Making contacts with some educational partners (3 recently) – exploring some options.
- COLA – potential sponsor Book Boon. More to follow on that.
- Allison to talk to Sarah about sponsorship levels/benefits for COLA.
- T.S. to reach out to Alliant on possible sponsorship for COLA.

6:17 p.m. – Finance Update (Kim)

- Finances looking good. \$40K account balance, small amount of aging receivables – most less than 30 days.
- Currently showing \$9K in the black on income vs. expenses.
- Alex thinks this may be the highest account balance ATD Sac has had.

6:21 p.m. – President/Past President Update (Allison)

- Please reach out to your entire network to encourage COLA submissions.
- Working on board orientation e-learning
- 12/15 has been set as Board retreat date. Sarah and Allison will be reaching out on info needed for incoming board members. Current directors should document standard procedures (repetitive things) for their role and send to Allison and Sarah.
- Remind members of the cancellation/refund policy so there is no confusion.
- Need associates in all areas so please reach out to your network.
- We do have liability insurance and have added property coverage, event coverage, and coverage for board members while on ATD business. Need to update succession planning document to include updating VA address on insurance documents.

5:37 p.m. – Vote to Approve Board Meeting Minutes (Board)

- July minutes – Alex motions to approve; 2nd by Kim; no discussion; no dissenters; all in favor – motion passed.
- August minutes – Alex motions to approve; 2nd by Kim with a spelling correction of “pared” in the Finance update; no further discussion; no dissenters; all in favor – motion passed.

6:41 p.m. – Adjourned

Notes/Action Items:

- Send registration list for 10/9 event to VSP 1 week prior to event (Erin)
- Reach out to personal network to encourage COLA submissions (Board)
- Reach out to members in renewal period (Wendy)
- Reach out to Book Boon and Alliant University on COLA sponsorship (T.S.)
- Document standard operating procedures for your role and send to Sarah/Allison (Board)
- Reach out to personal network to recruit potential board associates (Board)