

ATD Sacramento Board Meeting Minutes

Meeting Details Date: Tuesday, April 28, 2020
Time: 5:30pm to 7:00pm
Location: Online (<https://zoom.us/j/627830042>)
Facilitator: TS Hamilton

Attendees The following individuals are in attendance:

Name (Role)	Attended?
TS Hamilton (President)	Present
Erin Castleberry (Virtual Assistant)	Present
Matt Clark (Programs)	Present
Alexa Dimengo (Membership)	Present
Lori Carlson (Finance)	Present
Aldo Chavez (Communications/Marketing)	Present
Rosalind Sago (Special Programs)	Present
Desiree Aragon (OD SIG)	Absent
Ron Rowan (OD SIG)	Present

Agenda Items The table below identifies the various agenda items:

Item
Welcome/Call to Order
VOTE #1: February Meeting Minutes
VOTE #2: March Meeting Minutes
VOTE #3: Updated Operational Plan
Review Action Items
President's Update
Discussion: Chapter Conference Update
Discussion: April Membership Report
Open Discussion
Create Action Items
Adjournment

Welcome/Call to Order – 5:34 PM

**Vote #1:
Approve
February
Meeting
Minutes**

Review and approval of February meeting minutes

Discussion: None
Motion: Matt Clark
Second: Rosalind Sago

Ayes	Nays
All	None

**Vote #2:
Approve
March Meeting
Minutes**

Review and approval of March meeting minutes

Discussion: None
Motion: Matt Clark
Second: Rosalind Sago

Ayes	Nays
All	None

**Vote #3:
Approve
Updated
Operational
Plan**

Review and approval of updated 2020 Operational Plan

Discussion: TS updated plan to include goals from Alexa re: membership.
Motion: Matt Clark
Second: Alexa Dimengo

Ayes	Nays
All	None

Review of Action Items

Item	Who?	What?	Notes
1	TS	Update Operational Plan and send out for approval vote via email	Complete
2	Matt, Lori	Sign cc policy and send back to TS	All think they have submitted – TS to double check
3	Erin	Send dates and past copy for PM campaign to Alexa	Not complete – will send to Alexa
4	Lori/Erin	Get WA payment processing set up	Complete – Erin and TS will test
5	Aldo	Send Q1 newsletter to Erin for sending out	Aldo to update and send to Erin
6	Aldo	Post associate board member opportunities	Complete – will continue
7	Matt	Follow up with potential volunteer	Complete – no real opportunities right now; will connect with Roz on conference volunteer opportunity

8	Roz	Work with Erin on targeted email lists	Complete
9	Lori	Follow up with WF on cc for TS and updated phone numbers	Not complete – will f/u
10	TS	Research bank switch	Ongoing
11	Alexa	Reach out to ATD about what other chapters are offering re: membership drive with reduced dues	Meeting with Tiffany Price at ATD tomorrow to discuss and brainstorm
12	Matt	Send Erin ATD webcast info to add to website calendar	Complete – adding each week
13	Erin	Cancel 4/29 event and email registrants	Complete

President’s Update (TS)

- Encourage Board to stay connected and reach out for support if needed – take care of yourselves!
- Sent email to Erin/Matt about East Bay Chapter webinar opportunities. Erin will add to calendar.

Discussion: Chapter Conference Update (Roz)

- Started over and planning for spring 2021 conference with possible preview/pilot via virtual platform in the fall.
- Mentors are guiding group through planning process using design thinking. Goal #1 is knowing our customer.
- Phase 1 (current) – diverging to collect data on our customers via online surveys, interviews, and research. These items are in development currently.
- Phase 2 (planned) – converging back as a group to review collected data.
- Looking for co-chair to lighten the load and plan for 2021 hand-off (succession planning).

Discussion: April Membership Report (Alexa)

- 218 members; 2 new members in April; Alexa has followed up with overdue renewals. Alexa will let TS know if she doesn’t hear back from CalPERS and TS will f/u if needed.
- PM ratio is at 30%.
- Will brainstorm on call with ATD tomorrow on membership drive ideas, power member push, etc.
- Discussion on potential PM push in conjunction with push for ATD virtual annual conference.

Open Discussion (Board)

Finance (Lori)

- Working on getting 2019 taxes completed prior to filing deadline of May 15.
- WA renewal invoice ok to pay – Matt will pay with cc.
- Edward a bit behind on P&L’s – most recent received is February. No real activity happening right now do to COVID.

Programs (Matt)

- May/June event confirmations in process – confirming virtual capability. Will send info to Aldo once confirmed.
- 4/16 OD SIG webinar sold out but had lots of no-shows despite wait list. Discussion on managing wait list for webinars to account for potential no-shows.
- 5/12 webinar is sold out at 100 registrants plus wait list. Matt to discuss strategy for wait list/no-show management with Take Flight.

Marketing/Communications (Aldo)

- Discussion on listing Q1 new members in newsletter. Alexa will send Q1 new members to Aldo so Aldo can reach out and make sure they are ok with being listed.

Board Retreat (TS)

- Planning for summer board retreat – likely virtual platform.
- Will send out Doodle poll for June dates (Saturdays); will move to July if no suitable June date found.
- Will plan to review Operational Plan – please begin your review in anticipation of retreat.

WA Contact Clean-Up (TS)

- Working through cleaning up WA contact list – made it through letter F.
- Discussion on regular contact maintenance once initial clean-up complete.

Adjournment – 6:37 PM

Action Items

The following items have been established as action items for follow-up:

Item	Who?	What?	By When?
1	TS	Confirm all have submitted signed cc policy	May 1
2	Erin	Send dates and past copy for PM campaign to Alexa	May 15
3	Erin/TS	Test WA payment system	May 1
4	Aldo	Update Q1 newsletter and send to Erin	May 5
5	Matt/Roz	Connect re: programs' role in conference and using Matt's potential volunteer	May 15
6	Lori	Follow up with WF on cc for TS and updated phone numbers	May 15
7	Erin	Add East Bay Chapter webinars to calendar	May 1
8	Alexa	Let TS know about f/u with CalPERS group membership	May 15
9	Lori	File 2019 taxes	May 15
10	Matt	Pay WA renewal invoice via cc	May 1
11	Matt	Send May/June event info to Aldo once confirmed	ASAP
12	Alexa	Send Q1 new member list and contact info to Aldo	May 1
13	Aldo	F/u with Q1 new members about being listed in newsletter	May 5
14	TS	Send Doodle poll for June board retreat dates	May 15

15	Board	Review Operational Plan	June
16	TS	Continue WA contact clean-up	May 26
17	Matt	F/u with Take Flight on strategies to reduce no-shows and manage wait list for 5/12 webinar	May 5