

ATD Sacramento Board Meeting Minutes

Meeting Details Date: Tuesday, July 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)	Absent
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: June Meeting Minutes
Review Action Items
President's Update
Discussion: July Membership Report
Open Discussion
Create Action Items
Adjournment

Welcome/Call to Order – 5:41 PM

Vote #1: Review and approval of June meeting minutes
Approve April Meeting Minutes Discussion: None
 Motion: Matt Clark
 Second: Alexa Dimengo

Ayes	Nays
All	None

Review of Action Items

Item	Who?	What?	Notes
1	Matt/Lori	Confirm all have submitted signed cc policy	Complete
2	Lori	Confirm check payment to WA	Complete
3	Matt	Look for microlearning SME for future event	In process
4	Roz	Finalize MOU with Katrina for profit sharing events	TS to f/u on execution of MOU
5	TS	Look through Trello for MOU and send to Roz	Complete
6	TS	Send president’s message to Aldo	Complete
7	Aldo	PSA for folks to stick w/ correct email for member pricing	Erin will update promos/event pages
8	TS	F/u w/ Erin for customization in WA for email registering	See note above
9	Aldo	Take over updating home page events and ATD webcasts	Complete

President’s Update (TS)

- Want to get together for retreat; August 4 proposed 4:30-5pm happy hour, 5-6:30pm retreat; Date ok with all in attendance; TS will check with Lori on date.

Discussion: July Membership Report (Alexa)

- 208 members; 165 active; 12 overdue renewals – Alexa has reached out to all overdue renewals; 29% PM ratio.
- Attended Chicago new member orientation; 30-40 minutes online presentation; introductions and icebreakers; navigation through chapter website. Very cool features on website including section on neighboring chapter events, study/prep group for ATD certifications, “Training Today” section of newsletter area for staying up to date on current events in the industry, marketing options for members. Discussion on moving forward with crafting an orientation for our new members – how frequently, content, etc. Alexa will explore more.
- Attended ATD national chapter success event; lots of available resources for engaging new members and boosting power member ratio. Alexa will take some time to go through the resources.

Open Discussion (Board)

Programs (Matt)

- Erin will forward email to Matt re: group registration for Katrina events.
- Discussion on offering group discounts for events; no discount for upcoming Katrina events; possibly consider for future events.
- Discussion on offering recordings of events for purchase after the fact; TS to investigate setting up purchase via WA; Matt will start checking with speakers moving forward – will try to offer for September event.

OD SIG (Ron)

- OD SIG starting up again in the fall; will now charge \$10/\$15 for participating.

Membership (Alexa)

- Discussion on adding consultant directory to website. Alexa will work with Erin on adding section to website and moving forward.
- Discussion on implementing mentor/mentee program; will discuss further.

Adjournment – 6:55 PM

Action Items

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

Item	Who?	What?	By When?
1	TS	Check with Lori re: Aug 4 retreat date/time	ASAP
2	Alexa	Continued development of ideas for new member orientation	Ongoing
3	Alexa	Go through resources from chapter success event re: engaging new members and increasing power member ratio	August 25
4	Erin	Forward Matt email re: group registration for Katrina events	ASAP
5	TS	Investigate how we could offer a recording for purchase on WA	August 25
6	Alexa	Work with Erin re: adding consultant directory to website	August 25