

# DRAFT Sacramento ATD Board Meeting Minutes

April 29, 2019  
5:30 p.m. – 7:00 p.m.

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

## Attendees:

Todd Greider, Rosalind Sago, TS Hamilton, Wendy Brodnick, Sarah Crawford, Erin L Lebacqz, Alexa Dimengo

## Agenda:

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

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

- March minutes – Sarah sent them out early to the group with action items and some items are already done. Yay! No discussion; no dissenters. The March 2019 minutes were approved.

5:40 p.m. – President’s Update (Sarah)

- May 9 @11:30 am is the Chapter Leader call with the West coast region. Rocky Mtn chapter will present on how they updated their evaluation process.
- Kim and Sarah worked on chapter taxes as filing is coming up on May 15.
- April 9<sup>th</sup> ICF event did not lose \$ but did not make any. It broke even.
- Many attended April 25 was CNLP -ATD Sac Network Mixer event.
- Alex Dimengo – New Member/possible volunteer attending meeting; introduced herself.
- Board Succession planning outreach – Bo Tyler and Courtney Peyton (CNLP) may be interested in learning about some open Board roles. Sarah and TS will follow up.
- Exciting news! – as one of our operational chapter goals, the chapter email was updated to mirror the new domain name [mail@tdsac.org](mailto:mail@tdsac.org). There is no overlap period. The old address is no longer working effective immediately because GoDaddy would not renew monthly (required a year contract). Please update your contacts with the new one.
- Accounts associated with the old [mail@astdsac.org](mailto:mail@astdsac.org) need to be updated. Other systems that need updated, Facebook, Canva, Mumu, Question Pro, Zoom, Trello, Wild Apricot (Todd will update Twitter, FB & LinkedIn; Sarah to update Zoom)
- ALC is going to be October 10-12 in Arlington, VA. Open request for proposals is through May 31. If we get selected for a presentation it saves the chapter money on registration for the conference. Presentations are on topics of interest to other chapters. Topic ideas are possibly: Programs uses a checklist or perhaps the work being done on Strategic Partnerships. Please send ALC Presentation ideas to Sarah.

- eLearning Art MOU signed and will provide a new member benefit once implemented via pages on our website. TS to follow up with Bryan Jones of elearningart.com
- Possibly bringing a National ATD Certificate program to Sacramento. Training or Coaching Certificate. Sarah is in talks with Jill Pierce. The certificate is a higher price point than our current Fundamentals offering and will be marketed out to our members. Possible PowerMember marketing opportunity. Looking at offering this certificate in December.
- Unable to get a Chapter group together to go to ATD 2020. We only had four interested.

6:05 p.m. – Membership Update (Wendy)

- Current members: 231, 16 overdue renewals, 12 Veteran members and 5 student members.
- PowerMember ratio – 214/63 – 29%
- 4/25 CNLP/ATD Mixer at the Yard House. The event was not formal on purpose. The group moved out to the patio. Feedback – perhaps find a way to collect the names and email addresses of folks in the event.
- Informal mixer games may add value – playing cards, take a selfie.
- Sac OD Network Mixer is coming up on May 14 coordinated by Buck Linder at the Rancho Cordova Marriott, from 5:30 – 7 pm. Sarah would like it added the ATD Sac website (use the banner) and add the event to our events calendar. RSVP to [Buck.linder@gmail.com](mailto:Buck.linder@gmail.com) by May 10

6:20 p.m. – Finance Update (Sarah)

- Prepping for May 15<sup>th</sup> tax filing deadline
- We are doing well but can use more folks registering for events.
- Board members please attend our upcoming events: May lunch, May Mixer, June events.

6:30 p.m. – Programs Update (Rosalind)

- April event – good evaluation scores
- May 8<sup>th</sup> – remember to bring a laptop to the event
- June 13 5:30 pm is our ROI evening
- June 14 is the class at 9 am
- August – What are the Boards thoughts on offering a Tina Shaw focus on assessments, methodology and application. She delivered a similar session to the ICF group.
- Erin L offered information on this opportunity that Tina should ensure she broaden the application. Also, can she send some past examples of marketing.
- Ros was given approval to move forward with the Tina Shaw offering.
- October – Sara Kibble – EI Certified Coach and Peak Performance
- September – OD Sig program on Emergenetics.
- November – Options include an event based on playful/mindfulness techniques that we can do with our audiences OR

- CLO Roundtable: Panel that could include Sutter Health, John Sanborn.
- Ideas include, World Café style, or Live form the Board Meeting. The panel discussion could include a brief on the members and a short panel discussion and then move the members around the room to have “fireside” chats with members.
- Call into Judith about using the Mind Auditorium again. This is a no charge venue and we have some parking passes left over.

6:40 p.m. – Marketing and Communications Update (Todd)

- Shout out to Erin Lebacqz for all her work and help with the communications/copy.
- Working on a Media Flyer to use at the May events
- New hashtag #tdsac
- Encourage members to take selfies at events and use new hashtag.
- What are the requirements to advertise and promote on the state government listserv?
- Working on creating social media posts and schedule out the entire month of May/June
- Emma Weber – Learning Transfer, build an AI Coaching Application that reinforces coaching content to coaches. She was an ATD ICE Speaker, TS knows her as well.
- Exploring Zoom for video conference and Emma is interested at providing a free webinar to our members – possibly in July.

6:50 p.m. – Strategic Partnerships Update (TS)

- MOU with eLearning Art is completed. He is getting their png logo and write up to put this up on the website.
- We need to share this out to members via email campaign.
- MOU – Working with Janna at Alliant University to finalize
- MOU – Los Rios – reusing the 2018 MOU. 1 Fundamentals series and will ask for new Marketing material. 5 full days of training.
- MOUs will be put out on Trello.
- TS is updating our ATD Instagram – We have a bunch of folks following ATD Sac.
- Alliant University has optional space for up to 60 for Programs team to consider going forward.
- Other MOUs – UOP renewal, CPS HR -new, Consulting, Sac State – renewal, LinkedIn Learning - new

Board Retreat Dates – Since July 20<sup>th</sup> would not work, Sarah sent out a Doodle Poll for other alternative dates. Sat June 29<sup>th</sup> and July 27 are in the running. Please respond by April 30<sup>th</sup>.

7:02 p.m. – Adjourned

## Action Items

- Attend May 9 Chapter Leader Call at 11:30am, if possible (All)
- Want to boost your resume? Send topic proposals for ALC (Oct 10-12) which are due May 31 to ATD. See <https://www.td.org/chapters/clc/atd-chapter-leaders-conference-alc>
- Attend May 14 ATD/OD SIG Mixer in Rancho Cordova, if possible (All)
- Everyone please promote our events with colleagues and your social network. All Board members are expected to attend events in support of the chapter. Be sure to register in advance. We need to boost enrollment to events to help pay for our Admin expenses and keep in the black. (All)
- Submit 2018 Financials to IRS and a copy of form to ATD National by May 15 (Kim)
- Create marketing banner, event notice for May 14 ATD/OD SIG mixer (Erin C. and Todd)
- Develop flyer to use beginning at our May/June events about posting on ATD Sacramento's social media (Todd and Erin L)
- Todd to connect with Rosalind to identify the requirements to advertise and promote on the state government listserv
- Todd to create social media posts and schedule out the entire month of May/June by end of week (5/10?)
- Todd to contact Emma Weber about possible AI focused webinar for July/Summer.
- Board agreed to pursue Tina Shaw as August event speaker (Rosalind)
- Contact Judith Isamen about using MIND Auditorium for November event (Rosalind/Katherine).
- Finalize MOUS with Alliant and Los Rios/Katrina Kennedy (TS) by May Board meeting.
- TS to clarify availability of meeting space at Alliant for Programs Team.
- Implement MOU with elearningart.com by May Board meeting, including working with Marketing team to roll out new member benefit (TS and Todd)