

Sacramento ATD Board Meeting Minutes

August 27, 2019
5:30 p.m. – 7:00 p.m.

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

Attendees:

Sarah Crawford, Kim Geil, Rosalind Sago, TS Hamilton, Wendy Brodnick, Alexa Dimengo, Erin Castleberry

Agenda:

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

5:37 p.m. – Old Business – Review of Action Items (Board)

- Compile successes/to-do's from opening activity (Sarah) – compiled and posted on Trello.
- Work with TS on drafting dashboard (Sarah) – delegated this to TS to develop with new Board.
- Work on completing DBA for chapter (Katherine) – Link sent to Sarah; Sarah to work on completing by end of September.
- Develop plan for power membership promotion (Wendy/Alexa/Todd/Sarah) – Member Week promos set up – 1st one to go out 8/28. Will include drawing for ATD certificate program for new power members joining during Member Week. Wendy will reach out to ATD to see if they have any copy yet. Erin will send remaining draft copy back to Todd for tweaking. Todd will create Member Week promos on social media. Sarah will pull list of national members who aren't local members and draft email for Wendy to send out.
- Confirm and book November event (Roz/Katherine) – Event confirmed for 11/18 at CalSTRS with Ted DeMaisons. Preliminary budget posted on Trello with potential areas identified for sponsorships. Still locking down exact title, pricing – will have completed within 2 weeks. TS to make catering intros for Roz. Todd to send Erin copy for save the date posting.
- Work on CLO panel for January event (TS/Roz/Katherine) – In progress; John Sanborn on board. Still waiting to for responses on the county and city side. Pursuing leads on Golden 1 and Franklin Templeton. Pass along any referrals to TS.
- Work on potential short video series for CLO panel in December (TS) – Still working on it.
- Post full event details and open registration for Oct event (Erin C.) – Complete.
- Draft end-of-year survey for membership (Todd) – Todd to review questions with Wendy/TS by 9/6 and have final draft ready for Board review at next meeting.

6:22 p.m. – Approval of Meeting Minutes (Sarah)

- June – Motion by Kim; 2nd by Wendy; no discussion; all in favor; no dissenters; motion passed.

- July – Motion by Kim; 2nd by Todd; no discussion; all in favor; no dissenters; motion passed.

6:24 p.m – Old Business – Review of Action Items - Continued (Board)

- Create and send out event discount codes to Programs/Board (Erin C.) – Complete. Need to coordinate getting the code to the volunteers for the Sept event.
- Follow up with Bryan Jones (TS/Roz) – Continued no response. No longer pursuing.
- Work on identifying sponsor(s) for November event (TS) – Waiting for more info on event. Putting feelers out – no takers yet.
- Get ribbon badges for Nov event (Erin C.) – Wendy will send info on ribbons to Erin C. for ordering. Erin C. will confirm desired ribbons with Sarah.
- Develop power membership push campaign for remainder of 2019 (Wendy) – Addressed in earlier action item – Member Week.
- Confirm dates for remaining GIG’s for 2019 (Wendy) – 9/17 event for Fair Oaks confirmed. Waiting on confirmation from Alisa for October event which will be last one for 2019.
- Reschedule November Board meeting (Sarah) – No meeting will be held in November, but we will celebrate together at the 11/18 event. Will discuss with TS how he’s like to handle December meeting/retreat. September meeting rescheduled to 10/1. TS will facilitate October meeting on 10/29 as Sarah will be out of town.
- Set up meeting with ATD re: Phase II ATD Store (Sarah) – Sarah will work on this.
- Send any other volunteer task ideas to Sarah (Board) – Sarah will post draft in Trello. Board to add items and/or send feedback.

6:38 p.m. – Programs Update (Erin C.)

- All programming and promo info finalized for remainder of the year except for November event.
- QuestionPro – need to look into new survey platform due to cost increase. Erin C. to try to download past data. Todd to work on price comparison for different platforms.

6:39 p.m. – Membership Update (Wendy)

- Alexa handling new member welcomes.
- Still working on getting updated power member ratio.
- Wendy will follow up with overdue renewals.
- Sarah/Erin C. will renew power memberships for continuing board members during member week to get the discount.

6:42 p.m. – Finance Update (Kim)

- Report posted on Trello.
- Erin will draft up referral discount email for Fundamentals series.

6:50 p.m. – Marketing & Communications Update (Todd)

- All promo copy complete for remainder of year except November event.
- Working on targeting social media posts for events.
- Reaching out to DeGreed – online tool – possible sponsor for November event.

6:52 p.m. – Strategic Partnerships Update (TS)

- Met with Alex with CSUS CCE – wants to get re-involved. Interested in in-kind partnership perhaps.
- Contacted by Treasurer for Association of Change Management – wants to explore potential partnership opportunities.
- Will be meeting with UCD Extension this week.

6:55 p.m. – President’s Update (Sarah)

- Roz will be continuing on the Board in some capacity for 2020 and will be attending ALC on behalf of our chapter.

6:57 p.m. – Meeting Adjourned (Sarah)

Notes/Action Items:

- Post volunteer task list on Trello by mid-Sept (Sarah)
- Complete DBA paperwork by end of Sept (Sarah/Katherine)
- Follow up with ATD re: copy for Member Week (Wendy)
- Send Member Week promos #2-3 to Todd for tweaking (Erin C.)
- Create Member Week event on FB and plan social media marketing (Todd)
- Draft email to Non-Sac local ATD members and pull most recent list (Sarah/Wendy)
- Try to download past QuestionPro data (Erin C.)
- Explore alternate survey platforms and do price comparison (Todd)
- Lock down title, theme, pricing, etc. for Nov event by mid-Sept (Roz)
- Make intros with CalSTRS catering for Roz (TS)
- Draft rough save the date blurb for Nov event for web and social media (Todd)
- Follow up with sponsorship leads for Golden 1 and Franklin Templeton (TS)
- Draft year-end member survey and send to TS/Wendy by 9/6 (Todd)
- Finalize year-end member survey draft by next Board mtg (Todd)
- Touch base with Programs to ensure Sept volunteers get event code (Erin C.)
- Send name badge ribbon info to Erin C. (Wendy)
- Confirm details for Oct OD SIG happy hour (Roz/Katherine/Alisa)
- Work with TS on planning potential Dec Board retreat (Sarah)
- Follow up with ATD re: Phase 2 of ATD Store (Sarah)
- Follow up on overdue membership renewals (Wendy)
- Renew power memberships for Board during member week (Erin C./Sarah)
- Draft/send referral discount email for Katrina events (Erin C.)
- Reach out to DeGreed on potential Nov sponsorship (Todd)