

# ATD Sacramento Board Meeting Minutes

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

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**Attendees**            The following individuals are in attendance:

<b>Name (Role)</b>	<b>Attended?</b>
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)	Absent
Rosalind Sago (Special Programs)	Present
Desiree Aragon (OD SIG)	Present
Ron Rowan (OD SIG)	Present

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**Agenda Items**        The table below identifies the various agenda items:

<b>Item</b>
Welcome/Call to Order – 5:37 PM
VOTE #1: December Minutes
VOTE #2: 2020 Operating Plan
VOTE #3: 2020 Budget
Review Action Items
President's Update
Open Discussion
Create Action Items
Virtual Assistant Discussion
Adjourn

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**Vote #1:** Review and approval of December's meeting minutes

**December Meeting Minutes**

Discussion: None  
Motion: Matt Clark  
Second: Alexa Dimengo

Ayes	Nays
All	None

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**Vote #2: 2020 Operating Plan** Review and approval of 2020 Operating Plan

Discussion: The vote for this item was tabled to allow more time for Board review. TS will conduct vote via email.  
Motion:  
Second:

Ayes	Nays

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**Vote #3: 2020 Budget** Review and approval of 2020 Budget

Discussion: Lori presented the proposed budget. Methodology is the same as last year's budget and reflects an approximate deficit of \$4-5K. Last year's budget reflected a \$6K deficit, but actual was only a \$2K deficit. The chapter still has an adequate reserve balance. Discussion on the inclusion of costs for potential fall conference. Erin will send last conference date to Roz/Lori so that they can look up previous costs. The vote for this item was tabled to allow more Board review. TS will conduct vote via email.  
Motion:  
Second:

Ayes	Nays

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**Attachments** The following documents are attached to the minutes:

- December Meeting Minutes
- 2020 Proposed Operating Plan
- 2020 Proposed Budget

## **Review of Action Items**

- Send Board position descriptions out to new Board (Sarah/TS) – Complete
- Set-up national memberships for 2020 board (Erin/TS) – TS will work with Erin on this
- Finalize chapter leadership roster and send to ATD (TS) – Complete
- Draft special election email for Finance Director (Sarah) – Special election email went out early January and closed Jan 17. Lori has been confirmed with 96% of the vote.
- Send Finance/Social Media policies to 2020 board for review (Sarah) – TS will follow up with Sarah on getting this out
- Draft 2019 Year in Review email (Sarah) – Complete
- Send annual survey results out to 2020 board (Sarah) – Survey went out. TS will locate results and send out to Board.
- Update WA access for new/old board (Erin) – Complete
- Secure location and confirm timing for January event by 1/1 (Matt) – Complete. Event set for Rancho Cordova City Hall. Registration is up to 24 attendees.
- Send past Big Give event copy to Matt/Aldo (Erin) – Complete
- Secure location and confirm timing for Feb event (Matt) – Complete. Event set for Los Rios. All marketing is scheduled and Cami's blog has been posted to the Featured Content section.
- Send Feb event info to Aldo for marketing (Matt) – Complete.
- Get blog post from Cami and send to Erin (Matt) – Complete. Blog has been posted.
- Draft Feb event copy and send to Erin (Aldo) – Complete.
- Send contact info for Desiree Aragon to Matt (Erin) – Complete.
- Touch base with Katrina re: 2020 events (Roz) – In progress.
- Work with Kim on budget for 2020 (Lori) – 2020 Proposed budget is complete. Vote tabled for further review.

## **President's Update**

- Board is encouraged to use Slack for quick response and kicking around ideas/feedback.
- Almost done with CARE package (due Jan 31). Operating Plan and Budget will be included.

## **Open Discussion**

### Marketing & Communications (TS for Aldo)

- Tossing around the idea of a newsletter but need feedback on frequency and type of content to be included. Possible content includes event highlights, upcoming event marketing, volunteer interest, power membership promotion, highlighting a board member, Board recruitment. Would we want email newsletter or pdf magazine style? Will explore this topic further. Erin will send Aldo past newsletter content.
- Social media posts have been scheduled through Hootsuite and Facebook:
  - Feb 12 OD SIG – scheduled for Feb 6
  - Feb 24 Event Blog – scheduled for Feb 5
  - Feb 27 OD SIG – ready to schedule once event is posted on website
  - Feb 24 Event – scheduled for Feb 11
- Need to update Trello with social media credentials, and resources like PowerPoints.
- Want to work on a more featured area for blogs on our homepage – blogs are getting more traction and it would be beneficial for members to have access and be more excited to register for events.

### Programs (Matt)

- March event has been confirmed for 3/30 with Katrina Kennedy at Los Rios. Will send info to Aldo for marketing.
- Working on confirming April event with Bruce Winner and May event with Tyler Wade.
- OD SIG (Ron) – Feb 12 mixer confirmed and posted to website. Feb 27 event confirmed and info sent to Erin. Erin will post on website.

### Special Events (Roz)

- Working on agreement with Los Rios/Katrina for 2020.
- Exploring potential conference for October potentially themed around design-thinking. Los Rios can provide space. Looking to recruit a team of 7 people to support the various functions of the conference – Roz to pitch volunteers. TS would like a go/no-go decision by June. Roz will follow up on nailing down a date with Los Rios.

### Membership (Alexa)

- Review of membership report.
- Sent Matt a member benefit sheet on local vs. power membership to distribute and push at Jan 30 event.
- Need to evaluate frequency of power membership campaigns. Erin will send past dates/copy to Alexa. TS encourages Board to find ways to influence change of thinking on power membership within own sphere of influence.
- Want to explore some kind of new member orientation – possibilities include e-Learning, video on demand, virtual tour of local and national websites for resources, find ways to engage membership.
- Discussion on membership renewal question. Member past the renewal grace period is asking for the \$20 “new member” fee to be waived. Board authorized the one-time waiving on the fee. Alexa will follow up with member and Erin will send updated invoice.

### Adjournment to Closed Session – 6:56 PM

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**Action Items**      The following items have been established as action items for follow up:

<b>Who?</b>	<b>What?</b>	<b>By When?</b>
TS	Send out vote via email for 2020 Operating Plan	Jan 31
TS	Send out vote via email for 2020 Budget	Jan 31
TS/Erin	Setting up Board for power memberships	Feb 25 meeting

TS	Send Finance/Social Media policies to Board for signatures	Feb 25 meeting
TS	Send 2019 annual survey results to the Board	Feb 25 meeting
Roz	Draft agreement with Los Rios/Katrina for 2020	Feb 25 meeting
TS	Submit CARE package	Jan 31
Erin	Send Aldo past newsletter content	Feb 25 meeting
Aldo	Update social media credentials on Trello	Feb 25 meeting
Matt	Send 3/30 event info to Aldo for marketing	ASAP
Erin	Post Feb 27 OD SIG event to website	ASAP
Erin	Send past dates/copy of power member pushes to Alexa	Feb 25 meeting
Roz	Follow up with Los Rios on October conference date	Feb 25 meeting

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