

Sacramento ATD Board Meeting Minutes

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

July 27, 2019
9:00 a.m. – 2:00 p.m.

Attendees:

Sarah Crawford, Rosalind Sago, TS Hamilton, Katherine Adraktas, Todd Greider, Erin Lebacqz, Alexa Dimengo, Erin Castleberry

Agenda:

9:35 a.m. – Meeting called to order (Sarah)

9:40 a.m. – Icebreaker Activities (Sarah)

- The Board completed an ice breaker activity to share something about themselves.
- Successes/Goals – Each member was asked to fill out one sticky note with successes from the year and another sticky note with “if time were no object” tasks that we feel should be done. Sarah will compile responses.

10:06 a.m. – Operational Review – President (Sarah)

- Review of Trello for record keeping. Discussion on possible usage of other platforms in the future, but for now sticking with Trello.
- Review of operational goals for 2019 – update provided on handout.
- Highlights: submitted CARE packet by early deadline, met all CARE objectives except power membership %, successfully moved email/domain to tdsac.org, elected President-Elect TS Hamilton for 2020.
- Review of remaining to-do's for 2019: work with TS on drafting dashboard for performance indicators, work with Wendy/Todd on power membership promotion for remainder of year, need to work on DBA for chapter (Katherine will work on this).

10:29 a.m. – Operational Review – Programs (Roz/Katherine)

- Review of operational goals for 2019.
- Highlights: conducted member survey at beginning of year and used feedback for programming, survey results for events remain very positive, speakers confirmed through end of year, except November.
- Review of remaining to do's for 2019: plan November event, work on finding replacement for Programs.
- Discussion on volunteer coordinator possibly being its own Board position in the future – big job. Going to try to use “to do” list from icebreaker activity to find tasks for volunteers to do.
- Discussion on November event – Programs proposes to move COLA event to every other year and do a member celebration this year. Potential speaker Ted on Mindfulness – very practical take home info, fun class with attendee involvement. Discussion on panel event vs. solo speaker. Identified easy and

fun topic as better for end of year due to business of time. Board decided to move forward with Mindfulness for November and move CLO panel world café event to January. Discussed inviting panel to November event as teaser for January. Exploring possible short video series to tease January event – TS will work on this.

10:54 a.m. – Operational Review – Marketing (Todd/Erin L.)

- Review of operational goals for 2019.
- Highlights: bit of slow start to the year, but now getting all events and promos out on schedule, remaining year's events out on website in at least save the date format (except Nov), created 30 images this year for web/social media, completed survey of membership in February, eliminated extra websites/domains not needed, revamped several webpages on our website.
- Review of remaining to do's for 2019: get remaining event info and email drafted and scheduled (Oct ready), work on another member survey for end of year, refresh our "story" on website.
- Discussion on determining our membership "personas" – who are our members and what do they need? Once we know this, we can do more targeted communication to our members.

11:15 a.m. – Operational Review – Finance (Kim)

- Review of operational goals for 2019.
- Highlights: passed budget by end of January, compiled important dates/tasks for Finance, identified successor for 2020 (Bo Tyler).
- Review of remaining to do's for 2019: still working with Sarah on name change.
- Discussion on future decision on using WA payment processing vs. Paypal. Seems pretty good – same rate as Paypal, possibly more user friendly for our members. This will need to be decided in 2020 upon renewal of WA in April.
- Discussion on strategy to mitigate financial burden on Programs team/Board to pay for every event that they are required to attend. Kim demonstrated matrix for determining financial impact on the chapter. Discussion on various options and used matrix to see impact in real time. Motion made by Kim to comp Programs team for remainder of the year and give a \$10 off (40%) discount to Board and event volunteers; motion 2nd by TS; no further discussion; all in favor; no dissenters; motion passed. Will revisit this at year's end.

11:45 a.m. – Lunch Break

12:50 p.m. – Operational Review – Strategic Partnerships (TS)

- Review of operational goals for 2019.
- Highlights: executed 3 MOU's with partners (Los Rios, UOP, Alliant), executed contract with Katrina for Fundamentals series, identified 5 advertisers for ongoing relationships, updated the webpage for advertisers/sponsors.
- Review of remaining to do's for 2019: final follow up with Bryan Jones, identify sponsor for November event.

- Ongoing to do's into 2020: explore partnership options with CPS, UCD Extension, Sac State CCE, Univ of Phoenix.

1:10 p.m. – Operational Review – Membership (Alexa)

- Review of operational goals for 2019.
- Highlights: sent out member contact info update email, completed audit/clean-up of WA, held first regional member mixer (downtown), identified Membership associate for 2020 (Alexa Dimengo)
- Review of remaining to do's for 2019: special member category email campaign, power member push, schedule 2 more regional mixers (Fair Oaks/Elk Grove), get ribbons badges for November event (Erin C.).
- Discussion on GIG events. Looked at how some other chapters handle it for GIG's and SIG's. Identified "coordinators" for Natomas (Kim), Elk Grove/Pocket (Roz/Katherine/Erin L.), Fair Oaks (Allison Horak), Roseville/Auburn (Wendy), downtown (TS). Will try to hold 1 event for each GIG each year.
- Discussion on GIG for Reno area – Joel Taylor pulling together a list of interested parties and potential location/date, etc. Will treat for now as a regional mixer type and see what happens.

1:52 p.m. – Chapter Business (Sarah)

- Review of remaining Board meetings for 2019 – likely move Nov date due to holiday week. Sarah will reschedule.
- Discussion on putting action items at beginning of Board agenda so we can review those first.
- Will review our CARE status at Aug Board meeting.
- Will be setting up meeting with ATD on Phase II of ATD Store implementation to determine what is needed to move forward.
- Brainstorm if you have any other ideas for tasks for the volunteer spreadsheet and send ideas to Sarah.
- Discussion on who will run registration table for Fundamentals events – Katherine for Sept and Roz for Nov.

Notes/Action Items:

- Compile successes/to-do's from opening activity (Sarah)
- Work with TS on drafting dashboard (Sarah)
- Work on completing DBA for chapter (Katherine)
- Develop plan for power membership promotion (Wendy/Alexa/Todd/Sarah)
- Confirm and book November event (Roz/Katherine)
- Work on CLO panel for January event (TS/Roz/Katherine)
- Work on potential short video series for CLO panel in December (TS)
- Post full event details and open registration for Oct event (Erin C.)
- Draft end-of-year survey for membership (Todd)
- Create and send out event discount codes to Programs/Board (Erin C.)
- Follow up with Bryan Jones (TS/Roz)
- Work on identifying sponsor(s) for November event (TS)
- Get ribbon badges for Nov event (Erin C.)

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| | <ul style="list-style-type: none">• Develop power membership push campaign for remainder of 2019 (Wendy)• Confirm dates for remaining GIG's for 2019 (Wendy)• Reschedule November Board meeting (Sarah)• Set up meeting with ATD re: Phase II ATD Store (Sarah)• Send any other volunteer task ideas to Sarah (Board) |
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