

# Sacramento ATD Board Meeting Minutes

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

March 26, 2019  
5:30 p.m. – 7:00 p.m.

## Attendees:

Kim Geil, Todd Greider, Katherine Adraktas, Rosalind Sago, TS Hamilton, Wendy Brodnick, Sarah Crawford, Erin Castleberry

## Agenda:

5:36 p.m. – Meeting called to order (Kim)

- Sarah will be joining the meeting late.

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

- February minutes – Couple changes from Kim regarding name of Wells Fargo rep and that the bookkeeper will still be using cash accounting via Quickbooks. Katherine motions to approve; 2<sup>nd</sup> by Todd; no further discussion; no dissenters; all in favor – motion passed.

5:38 p.m. – Membership Update (Wendy)

- Current members: 242, 13 overdue renewals, 12 Veteran members and 6 student members.
- Wendy to follow up with ATD to get current power membership ratio. Last month was 30%.
- Wendy to follow up with Robyn ReBell re: volunteering.
- Reached out to Sylvette Wake re: membership renewal and assisting with membership.
- 4/25 is proposed date for 1<sup>st</sup> regional networking mixer – joint effort with CNLP and coordinated by TS. Date was sent to Courtney Payton for confirmation.
- Wendy to circle the wagons with Kim and Katherine regarding choosing dates for Natomas/West Sac mixer (Kim) and Carmichael/FO/Folsom mixer (Katherine). Wendy will head up planning Roseville and Elk Grove mixers. Roz also volunteered to help with downtown and Elk Grove mixers. Planning to have dates confirmed by next Board meeting.
- Wendy will touch base with Katherine re: the volunteer list.
- Discussion on succession planning and recruitment of new Board members. Everyone to reach out personally to those they think would be a good fit.

5:53 p.m. – Strategic Partnerships Update (TS)

- Finalizing MOU with Los Rios – will be working with Sarah on getting it signed off. Los Rios confirmed to sponsor June evening and full day sessions.

Katrina dates confirmed for 9/4-6 (Fundamentals) and 11/13-14 (Trainer as Facilitator). TS will check with Bruce on new content for marketing.

- Haven't heard back from eLearningArt re: ongoing relationship. Roz suggested discussing with him in person at May event if unable to connect before then.
- LinkedIn Learning – need to follow up with Samantha as her emails went into TS's spam.
- Haven't been able to connect with David Stoffel re: sponsorship opportunities due to illness, scheduling, etc. TS will follow up to get a meeting set up.

#### 6:05 p.m. – Programs Update (Rosalind)

- March 7/8 – smaller group but a great session; good feedback and overall good eval scores; some comments on tech challenges. Both Katherine and Sarah attended and said lots of practical and useful takeaways from the events.
- April 9 – on track with ICF collaboration; currently at 23. Roz, Katherine, TS, Kim, and Todd (maybe) planning to attend. Good opportunity to market membership to ICF members who aren't ATD Sacramento members.
- May 8 – update time on website and all marketing to 11am start time per speaker's request.
- June 13/14 – Bruce will need assistance after evening session with setting up for full day session.
- August – exploring possible topic of mindfulness.
- Discussion on sourcing speakers – internal (members) vs. external (out of area). Typically have sourced speakers externally. Discussion on finding a forum for our members who are independent consultants to showcase their work/services – maybe a panel discussion.
- Discussion on COLA planning – Roz will discuss with Sarah offline.

#### 6:20 p.m. – Marketing and Communications Update (Todd)

- Planned website updates are complete.
- Event content complete through May, will get June out soon for posting.
- 26 posts on social media this year. Want to utilize it more – please send any ideas for content to Todd.
- Discussion on potential for using government list serve for marketing events/membership. Todd will work with Roz to facilitate that going out.
- Programs team has requested big social media push for May and June events.
- Todd will create a flyer that can be distributed at events re: posting on social media. Discussion on incorporating a tutorial on QR code for LinkedIn profile sharing.

#### 6:35 p.m. – Finance Update (Kim)

- \$34,000 currently in the bank. Discussion on moving some funds into savings. All were in favor – Kim to move \$5,000 into savings.
- Completed report for 2018 on accrual basis and posted on Trello. Can view by each event to see what our profit/loss was. Includes a summary of 2018 income and expenses – overall in the black.

6:41 p.m. – President’s Update (Sarah)

- Working on July retreat planning – tentatively scheduled for July 20 (est. 9am-3pm-ish) – please let Sarah know if that won’t work. Format will likely be a check-in on current year goals and then working/planning meeting for remainder of year and into 2020 – please send any ideas to Sarah.
- Next Chapter Leaders Conference Call is on April 11. Sarah unable to attend this time, but would encourage anyone on the Board to attend.
- Hartford insurance policies for the chapter have all been renewed. Programs team needs to let Sarah know if there are any events we are interested in getting an alcohol policy for so that we can get a quote per event.
- Trello to start charging business customers for more than 10 cards – we are at 10 right now so don’t add any more. Will add chapter records management/documentation as an agenda item to the July retreat for discussion.
- Rocky Mountain chapter has a CPLP study group that is open to all chapter members – great way to engage with national and other chapters. ATD has reported increase in power membership numbers as a result. Will work with Todd on how to market this to our members.
- Sarah was asked by ATD and participated as a judge in ATD’s (fill in here – I didn’t catch the name of the awards).
- ATD 2019 conference chapter group discount – still working on getting a group of 5 together – currently at 4. Erin C. to send out another promo out.
- Further discussion on COLA and how we want to move forward. Sarah and Programs team to discuss offline.

7:03 p.m. – Adjourned

Notes/Action Items:

- Follow up with ATD on current power membership ratio (Wendy)
- Follow up with Robyn ReBell re: volunteering (Wendy)
- Confirm date and secure location for CNLP joint mixer (TS)
- Set dates for other 4 regional networking mixers (Wendy)
- Get volunteer list from Katherine (Wendy)
- Finalize MOU with Los Rios (TS)
- Check with Bruce on any new promo content for Katrina events (TS)
- Follow up with Samantha at LinkedIn Learning (TS)
- Set up meeting with David Stoffel re: sponsorship opportunities (TS)
- Continue following up with Bryan Jones at eLearningArt (TS)
- Update time for May 8 event on website and promos (Erin C.)
- Figure out plan for COLA (Roz, Katherine, Sarah)
- Prep website and promo content for June events (Todd, Erin L.)
- Work with Roz on event promos via government list serve (Todd)
- Prep social media tutorial flyer for events (Todd)
- Make \$5,000 transfer into savings account (Kim)
- Work with Todd on marketing for Rocky Mountain’s CPLP study group (Sarah)
- Send out another promo for ATD 2019 conference group (Erin C.)