

Sacramento ATD Board Meeting Minutes

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

October 1, 2019
5:30 p.m. – 7:00 p.m.

Attendees:

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

Agenda:

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

5:37 p.m. – Approval of Meeting Minutes (Sarah)

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

5:38 p.m. – Old Business – Review of Action Items (Board)

Chapter Operations Tasks:

- Post volunteer task list on Trello by mid-Sept (Sarah) – Volunteer task list has been posted in Trello. Please review, especially the section pertaining to your position and make edits as necessary. The goal would be to post the list at some point as a recruitment tool for volunteers.
- Complete DBA paperwork by end of Sept (Sarah/Katherine) – Sarah indicated that we may need to do something at the state level, not local level. Katherine will review again to see what needs to happen.
- Follow up with ATD re: Phase 2 of ATD Store (Sarah) – Going to hold off on this until national initiates.
- Work with TS on planning board election and potential Dec retreat (Sarah) – The following individuals have expressed interest in serving on the Board for 2020: Matt Clark (Programs), Patie Jansen (Programs), Alexa Dimengo (Membership), Roz Sago (Special Events/Projects), Aldo Chavez (Communications). Still need someone for Finance. Work with Erin C./Todd on email blast for finance recruitment ASAP. Plan is to invite potential new Board to Oct Board meeting, election via email Nov 1 – Nov 15, official announcement/introduction at Nov 18 event. TS will reach out to them about attending the Oct Board meeting. Programs to reach out to Matt and Patie to touch base. TS will send position descriptions to interested parties.

Member Week Tasks (Sep 9-13):

- Follow up with ATD re: copy for Member Week (Wendy) – All complete.
- Send Member Week promos #2-3 to Todd for tweaking (Erin C.) – All complete. Selected ATD free certificate winner – Jim Willig (VSP). Sarah will send his contact info to Todd so Todd can follow up about getting a testimonial from Jim after he uses his certificate.

- Create Member Week event on FB and plan social media marketing (Todd) – Complete.
- Renew power memberships for Board during member week (Erin C./Sarah) – Complete.

QuestionPro/Surveys/Evals:

- Try to download past QuestionPro data (Erin C.) – Not complete – Katherine will work on this.
- Explore alternate survey platforms and do price comparison (Todd) – QuestionPro \$15/month; Survey Monkey free plan (less than 10 questions and less than 100 responses) or lowest plan \$20/month; SoGo Survey \$20/month. Kim motions to renew subscription with QuestionPro, 2nd by Katherine, no further discussion, all in favor, no dissenters, motion passed. Sarah will renew and upgrade to Professional subscription. Since we are not getting the discounted rate, Erin C. will remove the QuestionPro plug on homepage.
- Draft year-end member survey and send to TS/Wendy by 9/6 (Todd) – Complete.
- Finalize year-end member survey draft by next Board mtg (Todd) – Final draft ready to go. Work with Erin C. on getting email out. Sarah to get \$5 Starbucks cards again for first 10 respondents. Todd will send web banner for survey to Erin C.

Sept/Oct Events:

- Touch base with Programs to ensure Sept volunteers get event code (Erin C.) – Code sent to Alisa and Programs team – no other volunteers reported.
- Confirm details for Oct OD SIG happy hour (Roz/Katherine/Alisa) – Confirmed. Todd will send event banner to Erin C.

Nov Event:

- Lock down title, theme, pricing, etc. for Nov event by mid-Sept (Roz) – all details have been confirmed and sent to Marketing/Erin C.
- Make intros with CalSTRS catering for Roz (TS) – Roz is dealing with Amber for catering. All inclusive cost is \$17.50/person. Discussion on using the café area for dinner and then moving into event space – would rather the event/dinner be in same spot. Would like to utilize the lounge for book signing. Draft volunteer assignments: book signing (TS), pictures (TS' wife), placement (??), powerpoint (Sarah will work on collecting photos for slide show).
- Draft rough save the date blurb for Nov event for web and social media (Todd) – Promos are ready to go pending pricing decision. Academy X is interested in sponsorship of event – TS will work with Sarah on the “ask” and associated agreement. With sponsorship, programs recommends \$29/member and \$39/non-member pricing with a \$10 off promo for volunteers. Kim motions to approve recommended pricing and promo, 2nd by TS, no further discussion, all in favor, no dissenters, motion passed. Sarah/Programs will work on locating sponsor agreement from last year. With approved pricing, first email promo will go Mon Oct 7. Erin C. to update pricing and open registration.

- Follow up with sponsorship leads for Golden I and Franklin Templeton (TS) – No response. Safe Credit Union reached out to Sarah – will send info to Membership and TS on getting connected re: group membership and partnership opportunities.
- Reach out to DeGreed on potential Nov sponsorship (Todd) – No response.

Fundamentals Workshops:

- Draft/send referral discount email for Katrina events (Erin C.) – Complete. Will send again before Nov event. 22 attended Sep event. 15 registered so far for Nov event. Roz will do check-in for Nov event.

Membership:

- Send name badge ribbon info to Erin C. (Wendy) – Erin will reach out to Wendy on getting ribbon info.
- Draft email to Non-Sac local ATD members and pull most recent list (Sarah/Wendy) – Never received updated list from national, so this was not sent.
- Follow up on overdue membership renewals (Wendy) – Wendy will post Membership Report on Trello tomorrow.

6:58 p.m. – President’s Update (Sarah)

- TS is now the CARE contact for our chapter.
- Still working on getting all of our contact info updated in Paypal.
- Haven’t seen anything else about the national program for March 17-20 from ATD, so reached out to them about marketing for that.
- Reno group – Joel Taylor trying to organize their first mixer – more to come.
- Discussion on posting events from other organizations on our calendar. Past practice has been posting on calendar ok if they agree to post ours on their calendar. Erin C. to investigate color coding events in Wild Apricot.

7:09 p.m. – Meeting Adjourned (Sarah)

Notes/Action Items:

- Review volunteer task list on Trello and make edits to your section as needed (Board)
- Review DBA requirements at the state level (Katherine)
- Work with Erin C./Todd on email blast for Finance recruitment (TS/Sarah)
- Reach out to prospective 2020 Board to attend Oct Board meeting (TS)
- Reach out to Matt and Patie about connecting re: Programs (Roz/Katherine)
- Make sure prospective 2020 Board has position descriptions (TS)
- Send Jim Willig contact info to Todd (Sarah)
- Follow up with Jim Willig about getting testimonial (Todd)
- Download past QuestionPro event evals (Katherine)
- Renew QuestionPro subscription (Sarah)
- Remove QuestionPro plug on homepage (Erin C.)
- Work with Erin C. on getting out annual survey (Todd)

- Send annual survey web banner to Erin C. (Todd)
- Get \$5 Starbucks gift cards sent to 1st 10 respondents (Sarah)
- Send Oct 23 OD SIG event banner to Erin C. (Todd)
- Collect photos for Nov 18 event slide show (Sarah)
- Follow up with Academy X re: sponsorship of Nov 18 event (TS)
- Draft/locate sponsor agreement for Nov 18 event (Sarah/TS/Programs)
- Update pricing and open registration (Erin C.)
- Schedule Nov 18 event email promos (Erin C.)
- Reach out to Wendy on ribbon info for Nov 18 event (Erin C.)
- Send Safe Credit Union contact info to Membership/TS (Sarah)
- Investigate color coding events in Wild Apricot (Erin C.)