

Sacramento ATD Board Meeting Agenda

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

August 28, 2018
5:30 p.m. – 7:00 p.m.

Attendees:

Sarah Crawford, Allison Horak, Alex Read, T.S. Hamilton, Beth Szabo, Jen Anderson, Roz Sago, Wendy Brodnick, Erin Castleberry

Agenda:

5:30 p.m. – Arrival and welcome (Sarah)

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

5:36 p.m. – Vote to Approve June 2018 Meeting Minutes (Board)

- Allison made motion; Alex seconded, open for discussion, no dissenters, all in favor—motion passed
- July minutes – Sarah is finalizing, will circulate for approval via email

5:38 p.m. – President Update

- During the last ATD chapters phone call there was a SOS story about the TD Houston chapter successfully rolling out a LinkedIn meet up program. Todd Greider has volunteered to help put this together for us for 2019.
- ALC - working on getting the presentation squared away.
- Board recruitment update – Jen will be leaving the Board for 2019. Beth Szabo is interested in stepping into the role of Marketing and Communications Director. There are still other roles that need to be filled for next year so please refer any interested parties to Sarah or Allison. An email call to members will be going out soon.
- We received a few phishing emails regarding our taxes. We did verify that those were fishing emails and all is squared away with our taxes.
- Thank you to all who participated in the July retreat. It was a great brainstorming session.
- While Kim is away Sarah is handling all check writing
- COLA - everything for COLA was updated for 2018 and submissions will open on September 10. The website has been updated with the new information and a 2017 winners page was added. Currently working on the marketing plan and finalizing event info.
- Working on Phase 2 of the ATD store implementation, which would give ATD the ability to auto, update our system with information that they receive on memberships.

5:49 p.m. – Strategic Partnerships Update (Sarah)

- New MOU is in development with Sac State CCE. They will be hosting some previously scheduled Los Rios events due to construction at Los Rios. Part of

their hosting benefits includes an email that we will send out on behalf of them regarding their e-learning certificate program. We are finalizing the draft of the agreement right now.

- Finalized the MOU with Alliant University and updated the website to include Alliant as one of our sponsors.
- TS is working on getting a sponsor for our COLA event.
- TS is going to reach out to Rod with UOP to see how their sponsorship is going and get feedback on their partnership with us.

5:54 p.m. – Past President Update (Allison)

- Drafted copy for the call for board members to go via email or newsletter. We are directing people to contact Sarah or Allison if they are interested in joining the Board.
- PBC Guru who did our book club has reached out to us regarding a national book club they are doing with ATD. We will be sending out a couple email promos about that – it is free.
- Document purge is ongoing.
- Succession planning also on going.
- Exploring a December or January board orientation/strategic planning session for a new board members.

6:04 p.m. – Programs Update (Rosalind)

- 8/6 OD SIG – Thank you to Kori for the Executive Onboarding session. The average eval score was 4.74 and most people use the QR code at the event. An attendee put together a summary of the presentation for her employer and shared it with us. It was great and showed how valuable the event was to attendees.
- 9/17 event – Walked through set up with Alex at Sac State added a room. We can boost registration max to 65, 37 registered now. There is no lav mic so we will tell David he needs to project.
- 9/26 webinar – 60 people currently registered, 150 max capacity.
- 10/9 event – Bumped up max to 28, currently at 17 registrations.
- 11/7 OD SIG – Kori putting together the final materials to get out to marketing.
- COLA – Dr. Beverly Kaye is confirmed as our keynote with theme “Help them grow or watch them go.” Working on getting a photographer for the event. Emailed Judith with UC Davis on menu planning. May want to consider help for busing tables clean up, etc.
- Considering offering discounts for upcoming events as a raffle prize at events. Everyone liked that idea.
- We received a free registration for a TD certificate program. That will be given away at the 9/17 event as a raffle prize. The Talent Next free registration certificate will be given in some kind of social media contest.

6:26 p.m. – Special Events Update (Alex)

- 9/5 Fundamentals class is at 12 registrants currently and will be held at Sac State – need to remind attendees of new location in reminder email.
- 9/28 Graphic Designer class is at 5 currently with an 18 max.

- 10/19 Deep Dive class will begin promotions soon.
- 11/1 Facilitator class will begin promotions this month. We are at 7 registrants currently. Those were moved over from the canceled class earlier this year.
- Jen to work on a social media post about on boarding your new team with the Fundamentals class.

6:32 p.m. – Marketing/Communications Update (Jen)

- Beth is now on board helping out as Jen will be transitioning out of the role.
- Received the email promo schedule from Erin so keeping social media posts aligned with that schedule.
- May be scheduling some email promos on Saturday and Sunday as our promo schedule is packed right now.

6:36 p.m. – Finance Update (Sarah for Kim)

- The finance update was posted by Kim in Trello.
- Aging receivables have been pared down significantly.
- We are currently in the black.

6:38 p.m. – Membership Update (Wendy)

- 253 current members, 17 renewals overdue. Wendy to reach out to those members.
- Currently at 34% power membership, need to be at 35% to reach our CARE requirement.
- Just got a new group membership of 16 people with the CA Department of Public Health.
- ATD Member Week is week of September 10. It will include all kinds of discounts and deals including discounts on membership and renewals. There will be some emails going out about that and we will honor a 10% membership discount for our chapter during that week.
- Wendy will discuss the LinkedIn meet up idea with Todd and a plan for moving forward.
- Wendy will check in with Golden 1 and California Department of Public Health regarding why they are group members, how they benefit, what we can do better, etc.

6:51 p.m. – Adjourned

Notes/Action Items:

- Circulate July meeting minutes for approval via email (Sarah)
- Send anyone interested in Board positions to Allison or Sarah (Board)
- Reach out to UOP re: sponsorship check-in (TS)
- Highlight location change in Fundamentals reminder (Erin)
- Discuss plan for moving forward with LinkedIn meet-ups with Todd (Wendy)
- Reach out to Golden 1 and CHDP re: group membership check-in (Wendy)