

Sacramento ATD Board Meeting Minutes

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

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

Attendees:

Sarah Crawford, TS Hamilton, Rosalind Sago, Kim Geil, Katherine Adraktas, Alisa Sow, Erin Castleberry

Agenda:

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

- Wendy and Todd not able to attend tonight.
- Going in a different order so we don't run out of time.

5:37 p.m. – Vote to Approve Board Meeting Minutes (Board)

- January minutes – Katherine motions to approve; 2nd by Rosalind; no discussion; no dissenters; all in favor – motion passed.

5:39 p.m. – Membership Update (Sarah for Wendy)

- Met with Wendy last week to discuss structure and implementation of GIG's – plan to call them regional networking mixers. She has outlined the plan in her report posted on Trello. Will use our theme of “Connect, Learn, Do” and will support 5 regional coordinators. She'll be reaching out for potential coordinators. Discussed Allison, Katherine, and Kim being interested.
- No membership drive in 2019 yet – 248 current and power membership at 30%. 10 veteran and 9 student members.
- Wendy speaking at UOP next month to market student membership.
- Katherine posted current volunteer list to Trello – Sarah to direct Wendy to Katherine to discuss.
- Courtney Payton reached out to TS on a joint mixer opportunity with CNLP. TS will head up pursuing joint mixer with CNLP for downtown regional networking mixer.

5:52 p.m. – Strategic Partnerships Update (TS)

- Alliant MOU is ready – TS will route to Sarah for final review.
- Other MOU's still in progress.
- David Stoffel reached out to set up a meeting to discuss opportunity with Sac Sewer District and to tour their event space.
- Exploring options with LinkedIn Learning.
- Sent sponsorship info to Erin for webpage. Erin to update and send to TS for review.

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

- Feb 19 event well attended; 4.57 average eval score; good food.
- Discussion on comp attendees for speakers – 1 comp ok with advance notice.
- March events – low reg right now. Sarah reports that Todd says social media posts to go out tomorrow for March events.
- April event – ICF doing an event on April 9 and Tina Shaw reached out to see if we were interested in teaming up. Event is panel discussion on Coaching. Speakers and location already lined up. Sarah will meet with Michelle Tevis this week to discuss and will update the group on go/no go decision. Alisa will coordinate with Tina and be POC. Sarah will send event link to Todd for marketing info.
- May event – Bryan Jones with eLearningArt will do a lunch meeting. Working out location and finalizing date. Will follow up with TS on David's event space option.
- June event – Tim Brown with ROI Institute will do a dinner meeting on June 13 followed by full day session on June 14. Los Rios sponsoring.
- August – TBD – thinking about a Big Give event.
- September – Katrina's Fundamentals and a monthly meeting (topic TBD).
- October – OD SIG (topic TBD).
- November – COLA
- Programs team will send info to Erin and Todd as it becomes available.
- Exploring opportunity with Becky Pike on future event for next year on instructional design.

6:40 p.m. – Marketing and Communications Update (Sarah for Todd)

- Update posted in Trello.
- March event social media posts to go out tomorrow.
- Worked with Sarah to get 2018 Year in Review email out to the membership.
- Working with Wendy on membership marketing.
- Worked with Sarah and Erin to get out email for ATD 2019 conference to get a group rate for ATD Sacramento.

6:43 p.m. – Finance Update (Kim)

- In the black for this year's events so far.
- Allison has been removed from all the accounts as a signatory. Discussion on getting a thank you for Debi Sells at Wells Fargo as a thank you for assistance with the bank accounts - \$15 gift card approved.
- Discussion on accrual basis vs. cash basis; Kim to move forward with putting together reports on accrual basis for easier and more accurate reporting (bookkeeper will still be doing cash basis as well in QuickBooks).

6:50 p.m. – President's Update (Sarah)

- Chapter leader monthly call – everyone should get the notifications. If you don't, check Trello for contact info for our ATD chapter liaison. TS to call into next call since Sarah can't.

- Preliminary planning for July Board retreat has begun. Let Sarah know of any for sure conflicts on Saturdays in July. Going to be luau themed with possible volunteer orientation in the am followed by retreat after lunch.
- 2019 budget approved via email on Feb 5 by TS, Wendy, Todd, Sarah, and Kim.
- Completed a business insurance check-up with Hartford. Only suggested change is to reduce coverage from \$2M to \$1M – only \$20 annual difference so stuck with the \$2M coverage. Alcohol serving policy will need to be per event in order to get a quote.
- Spoke with Patie Jansen at last event and Delicato is interested in donating wine.
- Sarah to work with TS on domain name research.
- eLearningArt (Bryan Jones) has offered 300 free images for members; working on a draft MOU to pass off to TS for finalizing.

7:01 p.m. – Adjourned

Notes/Action Items:

- Discuss regional networking mixer coordination with Allison, Kim, and Katherine (Wendy)
- Connect Wendy and Katherine on volunteer list (Sarah)
- Route Alliant MOU to Sarah for final review (TS)
- Set up meeting with David Stoffel re: sponsorship (TS)
- Update sponsorship info on website (Erin C)
- Post March event social media (Todd)
- Go/no go decision on April event with ICF (Sarah)
- Send April event info to Todd/Erin (Sarah)
- Send event info for May/June to Erin (Roz/Katherine)
- Get thank you gift card for Debi Sells (Kim)
- Attend Chapter Leaders monthly call for Sarah (TS)
- Hand off draft MOU with eLearningArt to TS (Sarah)