

ASTD Northeast Florida
 Board Meeting Minutes
 Date: April 10, 2013
 Location: Webster University



In Attendance	Robert Zinsser, President Alison Cruess, VP IT Tina Echeverry, President Elect Lynne Orr-Holley, VP Finance Jennifer Jamison, VP Membership Lynn Higgison, VP CMSIG Tom Speer, VP Programs Rachel Stromberg, Director at large Lynne Orr-Holley, VP Finance Jeff Geloneck, VP eSIG Casey Gibson, VP Public Relations Allison Turner, VP Professional Development Tami Beaty, VP Sponsorship Quorum established
Absent	Laura Steigelman, VP Member Involvement (Cindy Wasserbauer sent in as a substitute) Ida Gropper, Past President
Begin	6:15 pm
End	8:15 pm

Agenda Item	Details	Follow-up
Robert Zinsser, President (Welcome and Minutes)	-- Bob called the meeting to order. -- Bob directed everyone to review the MarchOctober Board of Director meeting minutes dated 03/12/2013. <u>Corrections to 03/12/2013 BOD minutes:</u> P1 Lynne Orr-Holley was absent. MOTION: to approve the March Board of Directors' minutes dated 03/12/2013 with the requested changes (Tom). - Casey seconded the motion. - Motion passed (unanimous).	
Tami Beaty, VP Sponsorship (Announcement)	Moving to Denver, CO and resigning as VP Sponsorship. Tina Echeverry will assume the VP Sponsorship responsibilities until a replacement is found. Bob asked Board to look for a replacement.	
Alison Cruess, VP Technology (HOT topic & HyperOffice Mail)	HOT Topic : Changes on April 5 th : 1. Forwarding of the godaddy (www.astdnefl.org website-based email addresses) goes to HyperOffice email account for Board members only. 2. The forwarding feature does not apply to	

	<p>Committee members/chairs with HyperOffice access.</p> <p><u>HyperOffice Mail Features</u></p> <ol style="list-style-type: none"> 1. <u>All email</u>: users need to check for new mail on the www.astdnefl.hyperoffice.com web-based portal. 2. <u>Attach Files</u>: Users are able to attach local (on pc/drop box) and portal (HyperOffice storage) files. 3. <u>Sending mail to a group</u>: <ol style="list-style-type: none"> a. Groups>Homepage icon>Group email button is on the bottom right side of the screen below Actions section. b. Note: everyone (Board members and selected committee members) is in HyperOffice. Remove everyone before technology to send an email to the Board. 4. <u>Mail settings button</u>: Button located in the Mail Folders sidebar. <ol style="list-style-type: none"> a. Mail Preferences tab: <ul style="list-style-type: none"> “Use Reply to:” dropdown menu item. Select “Mail recipients should reply to” option and type the astdnefl.org email address so that email recipients do not see the Hyperoffice email address. b. Forwarding/Autoreponder tab: <ul style="list-style-type: none"> “Use Forwarding” dropdown menu option: Select “Forward a copy” option. Type the email address to forward the Hyperoffice_email. 5. <u>Trash (Mail Folder sidebar item)</u>: <ol style="list-style-type: none"> a. Right click and purge b. Tom asked if there was an auto feature that automatically purges. 	<p>Alison will upload the ASTD logo to HyperOffice so that users can paste it as part of their signature.</p>
<p>Lynne Orr-Holley, VP Finance (2013 Budget Approval)</p>	<p>ASTD NEFL is at risk with a big revenue stream for sponsorship with Tami Beaty resigning; however, Tina is helping with sponsorship until a replacement is found.</p> <p>Lynne discussed the following outstanding budget items:</p> <ol style="list-style-type: none"> 1. <u>Leadership</u>: ALC—ASTD NEFL is still sending five Board members and will find ways to economize on the travel costs. 2. <u>Programs</u>: Tom discussed the possibility of using Maggiano’s as a sponsor if the restaurant waives the AV fees. The converter for ASTD microphone did not fit into Maggiano’s outlet. 3. The chapter banner ended up costing \$518 which is close to a \$400 savings on the budgeted amount. The chapter banner has also been reclassified to the Marketing budget line item. 4. Rachel asked about keeping the costs of sending the president to ICE in the budget. 	<p>Tom to follow-up with Maggiano’s about waiving AV fees as a form of sponsorship.</p> <p>Lynne to follow-up with Board members to approve the following three budget items:</p> <ol style="list-style-type: none"> 1. AV expenses 2. Quickbooks account number 79101 on charitable donations 3. Speaker gifts. <p>These items will be documented as amendments to balance the budget.</p> <p>Tina will speak to Webster about sponsorship for the Advance July and October</p>

	<p>5. <u>CPLP recognition/reward with membership</u>: In the event that members use the reward, tracking it and administering the recognition is complex. Rachel suggested that a book stipend is a good form of recognition instead of the membership. Allison said that she'll be vague about the reward during the CPLP awareness webinar .</p> <p>6. <u>Charitable Donations in the VP Public Relations budget line item</u>: The Board discussed the possibility of donating to a charity for every "like" on ASTD NEFL Facebook page. However, this poses a problem with conflicts of interest with respect to selecting a charity. In addition, how does it benefit membership? The Board also discussed using a random selector for likes to award the winner a free monthly meeting. Lynne is going to follow-up with Casey on the final budgeted amount and amend the budget.</p> <p>7. <u>Speaker gifts</u>: Most of the jump drives have been purchased. The Board discussed pooling the purchases together vs. allocating the cost to eSIG, programs, and CMSIG. The budgeted amount for speaker gifts should also include the cost of books/giveaways. Rachel suggested soliciting prizes/giveaways to promote member businesses and services. Board members' extra copies of books could also be used as giveaways.</p> <p>Motion: To approve the budget with the proposed amendments to balance the budget (Rachel). (Tina) seconded the motion. Motion passed (unanimous).</p>	<p>meetings.</p> <p>Professional Development Committee to find a CPLP recognition reward that is easy to administer.</p>
<p>Allison Turner, VP Professional Development .. (2013 Big Event Update and CPLP Awareness session)</p>	<p><u>Big Event Update:</u> Bob Pike group has been selected to get the contract for the Big Event on October 17th. 5 copies of the contract were available for the Board to review. Location (venue) is most likely UNF (student union or university center). Duration of event: 1/2 day or full day is to be determined by the Professional Development committee. Allison mentioned that the contract includes one day keynote speaker plus a session. Bob Pike group recommended fees ranging from \$125 to \$175 with profitability to ASTD NEFL. Casey said she'll reach out to neighboring chapters to invite. Perhaps the other chapters would be able to offer sponsorship support. The cost is \$5,000 plus expenses for air, hotel, rental car, meals for 100 participants. For 101 to 150 participants, the cost is \$30 more per participant. After 150, the cost is \$20 more per participant.</p>	

	<p><u>CPLP Awareness Session:</u> 14 people registered for the CPLP Awareness session on 4/11/2013.</p>	
<p>Jennifer Jamison, VP Membership</p> <p>Membership Ideas</p>	<p>Jennifer explained the CORE membership requirement to the Board—to hit 40% national membership at one point during the year. This only has to be for one day, and the chapter membership changes throughout the year.</p> <p>Tina suggested incorporating the membership fee into Big Event registration fee.</p> <p>Jennifer discussed student membership and other schools/campuses besides Webster, FSCJ, and Nova. Jennifer stated that the challenge with membership and meeting CORE requirements is getting chapter members to join national ASTD. Jennifer spoke to national ASTD to promote national membership to chapter members and how the promotions didn't allow enough time for chapters to participate. Brandon Grubesky will speak to the ASTD national marketing team to get the promotions out earlier</p> <p>Tom asked if there is a webinar/promotional workshop to sell to chapter membership.</p> <p>Casey suggested using social media and weekly webinars to promote the benefits of national membership--this is what you could be getting as a national member.</p> <p>Update the logos for ASTD.</p> <p>Educate chapter members on the value of national membership—sell national membership.</p> <p>Casey suggested putting YouTube links in newsletter to promote national membership.</p> <p>Lynne suggested linking the dollar value (ROI) to national membership and making members aware of that value.</p> <p>ASTD NEFL could also promote that T&D magazine and discounted Infolines as benefits of national membership.</p> <p>Another membership challenge is the downsizing and limited resources in many firms. Only one person needs national membership that could share information with other associates.</p> <p>ASTD NEFL could promote national and chapter membership in monthly, eSIG, and CMSIG events.</p> <p>Board members could look for upcoming webinars from national and use the ideas in the webinars to promote national membership.</p> <p>ASTD NEFL could also include upcoming ASTD national events in the website calendar (include a link to national calendar).</p> <p>Casey could include News from National or a Power Member highlight as a standing item in the newsletter.</p> <p>ASTD NEFL could also use flyers to promote ASTD national.</p>	<p>Alison Cruess to update website calendar to include a link to ASTD national calendar of events.</p> <p>Lynne to follow-up with EverBank on additional chapter and national membership.</p> <p>Bob to follow-up on Jeff's idea with a letter to CEO's.</p>

	<p>Jeff suggested targeting the CEO's and asking them what should trainers be doing. These answers could be used as testimonials during the monthly program. Or there could be a monthly program, eSIG, or CMSIG dedicated to Power Membership which uses film or YouTube. Supplemental T&D magazines and Infolines could be shared/displayed during these programs. The chapter could also create an ASTD wall for picture-taking (Power Member wall).</p>	
<p>Open Discussion</p>	<p>Jeff Geloneck is continuing to work on the SOS (Share our Success) submission for the Addie murder.</p> <p>Bob discussed that Mark Thompson's firm, Mark of Excellence (Mark used to be part of ASTD NEFL) is working with DCPS to help with teacher training. The School Board wants to get parents more involved in their child's education. The School Board's goals are to engage parents and caregivers in the education process. ASTD NEFL will support and contribute to this effort/initiative through eLearning; seminars; and other resources.</p> <p>Speed of Trust (Covey) seminar is on May 3rd and participants could use the ASTD NEFL discount code.</p> <p>4/21 to 4/27 is National Volunteer week. ASTD NEFL will thank volunteers during the April monthly program.</p> <p>Bob asked how to promote Small Business Week event on 4/30 at UNF. The Board suggested adding information on Small Business Week to Tom and Jeff's rolling slides during eSIG and monthly programs along with flyers to pass out in an upcoming April event 4/18.</p>	
<p>Respectfully submitted</p> <p>Susan Abraham Chapter Administrator, April 10, 2013</p>		