

ASTD Northeast Florida  
 Board Meeting Minutes  
 Date: September 11, 2013  
 Location: Webster University



<b>In Attendance</b>	Robert Zinsser, President Jennifer Jamison, VP Membership Laura Steigelman, VP Member Involvement Ida Gropper, Past President Tina Echeverry, President Elect Lynn Higgison, VP CMSIG Isabel Graf, VP Sponsorship Jeff Geloneck, VP eSIG Rachel Stromberg, Director at Large Lynne Orr-Holley, VP Finance Allison Turner, VP Professional Development Quorum established
<b>Absent</b>	Casey Gibson, VP Public Relations; Tom Speer, VP Programs; Alison Cruess, VP Technology
<b>Begin</b>	6:20 pm
<b>End</b>	8:15 pm

Agenda Item	Details	Follow-up
Robert Zinsser, President  (Approval of August 2013 Board meeting minutes; Feedback/resources for Power membership; October Advance (10/19))	Bob called the meeting to order  <b><u>Feedback/Resources for Power Membership:</u></b> Bob had a discussion with Brandon Grubesky regarding the support from ASTD national for obtaining the Power memberships needed to meet the CORE requirements. According to Brandon Grubesky, there are two websites available that could be used as resources for prospective ASTD members and for the Chapter in promoting Power Membership efforts:  ASTD has two resources available (one for the public and one for Chapter leaders) to provide information about the Power memberships: <ul style="list-style-type: none"> <li>• Chapter Leaders (www.astd.org/jointmembership)</li> <li>• For public (www.astd.org/powermember)</li> </ul> Astd.org/SOS (Share Our Success) discusses what other chapter are doing to increase national ASTD membership.  Bob also discussed using existing materials and resources to achieve the CORE requirement and working with Jennifer Jamison, VP Membership, to pursue additional National and Power memberships.	Table the approval of the August minutes for the October Board meeting. Susan to follow-up with Alison Cruess about saving changes to HyperOffice documents.

	<p>There is a state list that ASTD NEFL could use to market chapter membership within the state of Florida. The state list identifies people in the state of Florida that are not chapter members but are national members. The Board also suggested asking Brandon Grubesky about a similar listing for the Southeast Georgia area.</p> <p>Allison asked about reaching out to national members who are not chapter members by advertising at the Big Event.</p> <p>Bob also asked Brandon Grubesky about gift certificates for the online ASTD store. Brandon stated that ASTD national is working on making that available to the chapters. Per Brandon, ASTD is working on revamping the ASTD online store.</p> <p><b><u>October Advance (10/19):</u></b></p> <p>Bob explained the purpose of the Advance meeting to new Board members. The ASTD NEFL 2013 goals are evaluated during the Advance, and planning is made for the following year based on that assessment.</p> <p>The meeting lasts from 8:00am to 4pm (scheduled time).</p>	<p>Tina Echeverry, President Elect, will send the agenda to Board members.</p>
<p>Allison Turner, VP Professional Development</p> <p>Big Event Update Discussion</p>	<p><b><u>Big Event Update:</u></b></p> <p>There are a low amount of registrations for the Big Event this year compared to last year. Last year at this time, 70 people registered for the Big Event. This year, 24 people are registered (as of the September Board meeting date).-</p> <p>Allison asked for suggestions on how to increase the registrations. Board members made the following suggestions:</p> <ul style="list-style-type: none"> <li>• Social media;</li> <li>• online community calendar</li> <li>• UNF printed out the postcards</li> <li>• Slides to other chapters advertising the Big Event</li> <li>• First Coast Connect to advertise</li> <li>• New Member Orientation</li> <li>• Advertise in Webster University, University of Phoenix, UNF, FCHEA, Florida Coastal school of law, and JU</li> <li>• Tina suggested that the Board members call people to encourage people to registers</li> <li>• Ida asked if there are other groups that ASTD</li> </ul>	<p>Casey Gibson will follow-up with First Coast connect.</p>

	<p>NEFL could contact to encourage Big Event registration.</p> <ul style="list-style-type: none"> <li>Lynne asked about other learning organizations that ASTD NEFL could reach out to such as the Schulz Center. Allison already tried to contact the Schultz center without success.</li> </ul> <p>The Board asked Allison if she could find other venues at a lower cost than UNF.</p> <p>With the Big Event being a little over one month away, Rachel asked about the financial obligation to the speaker in the event of a cancellation. According to the contract with Bob Pike, ASTD NEFL would still have to pay the remaining balance of \$2500 if the event is cancelled within less than 45 calendar days. As of the September Board meeting, the Big Event takes place in 36 calendar days. The contract also states that rescheduling costs \$1000, and the event has to be rescheduled within six months.</p> <p>The Board also discussed other expenses associated with cancelling the Big Event. The following items would be included in the cancellation cost:</p> <ul style="list-style-type: none"> <li>UNF rental of \$1650/contract is \$1780.</li> <li>ASTD NEFL may have to refund the sponsors their sponsorship donations.</li> </ul> <p>So far, \$1000 in registration fees was collected. ASTD NEFL needs \$4000 to breakeven.</p> <p>Ida asked if there was a way to save costs by getting a smaller room such as the Board of Governors room. Allison is reviewing the logistics with UNF for the Big Event and will ask about the price of a smaller size room.</p> <p>Ida asked if the Big Event emails were sent out to all of the chapter's contacts or only the ASTD NEFL members.</p> <p>The Board also expressed concern regarding the obligation to Big Event sponsors. An audience of less than 70 people is disappointing. Instead of refunding the sponsors for the Big Event, the Board suggested offering more sponsorship opportunities to them. This means that the sponsors will be advertised in another ASTD NEFL chapter event.</p> <p>Laura asked which Board members registered. Several of the Board members have not yet registered for the Big Event because it is a substantial financial decision. People may be waiting to register to make sure that they are able to attend.</p>	<p>Allison Turner will find out the cost of a smaller room at UNF.</p> <p>Allison Turner will find out the recipients of the Big Event mailing.</p>
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Allison asked if Bob Pike had a mailing list that ASTD NEFL could use to advertise the Big Event.

Tina suggested that Board members could reach out to corporate members/contacts to call and encourage registration.

Isabel suggested finding out why contacts and members are not going to Big Event.

Rachel asked if the Big Event will be mentioned or advertised in Melissa Ross's NPR show.

The Board was deciding at what point they should decide to cancel the Big Event. Rachel stated that the decision should be made now because there is very little time remaining before the Big Event.

Laura suggested to use a-bring-a -friend discount along with finding a no cost venue such as the Blood Alliance or Webster University.

Isabel stated that ASTD NEFL still owes Bob Pike \$2500, which is a sunk cost of the deposit. Lynne agreed.

Laura asked about the cost savings associated with using the Blood Alliance. ASTD NEFL still has to pay a catering cost, and the savings would amount to \$1500 for not using UNF.

The break-even point would range from 70 people when using UNF as the venue to 55 people for not using UNF as the venue, according to Allison's projections.

Rachel asked about a contingency plan. The plan should be what to do after two weeks of aggressive marketing.

Jennifer suggested using Nova Southeastern University and University of Phoenix as alternative venues.

ASTD NEFL needs to communicate the change of venue in a timely manner. What if registrants still go to UNF?

Tina thinks there needs to be more marketing effort by calling members to encourage them to register for the Big Event.

Several Board members (Lynne, Isabel, Tina, Laura, and Bob) and the Chapter Administrator offered to help with phone calls.

In addition, there will be a Bob Pike Ice Breaker activity to advertise at the September monthly meeting.

The Board also considered a deadline for deciding to

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	<p>cancel the Big Event.</p> <p>Ida stated that ASTD NEFL could breakeven with 44 more paying registrations. Despite that, ASTD NEFL should still move forward and incur the excess costs in order to prevent a loss of goodwill.</p> <p>Allison suggested changing the pricing structure in 2 weeks for non-members. Laura agreed, stating there are many students and unemployed participants that could be used as seat fillers.</p> <p>The suggested general public registration fee ranged from \$68 to \$179. This registration fee would not include membership to ASTD or ASTD NEFL.</p> <p><b>Motion:</b> To add the general public registration fee layer of \$179 (Ida); second (Bob) without chapter or national membership. Motion passed unanimously.</p>	<p>Allison Turner will contact Alison Cruess about updating the ASTD NEFL Big Event registration page.</p>
<p>Robert Zinsser, President and Lynne Orr-Holly, VP Finance</p> <p>Credit Card Processing</p>	<p><b><u>Credit Card Processing</u></b></p> <p>After meeting and discussion, Bob and Lynne agreed that the low volume of walk-ins does not justify purchase and use of a merchant services vendor. For future events, ASTD NEFL will try to obtain free, no-cost Wi-Fi access in order to process walk-in registrations.</p>	
<p>Robert Zinsser, President on behalf of Alison Cruess, VP Technology</p>	<p><b><u>HyperOffice Renewal:</u></b></p> <p>The Board needs to start evaluating HyperOffice and whether or not to renew the subscription. If there <u>is</u> a decision not to renew, the Board needs to develop a contingency plan on where to store electronic documents. This discussion will begin during the October Board meeting.</p>	
<p>Isabel Graf, VP Sponsorship</p> <p>Big Event Sponsorship Update</p>	<p><b><u>Big Event Sponsorship Update:</u></b></p> <p>There are nine sponsors for the Big Event. Each sponsor has a table. Isabel contacted 20 to 25 places for prizes or gift certificates including MOSH; hotels; restaurants; marineland, and the zoo. Laura suggested that Isabel contact MOSH. Tina suggested that Isabel contact Promo Depot. Isabel did not contact Best Buy yet. Jennifer suggested that Isabel contact Business Networking International (BNI) which has been a good sponsorship opportunity in the past.</p>	<p>Bob is going to contact BNI about the Big Event sponsorship.</p>
<p>Lynne Orr-Holley, VP Finance</p>	<p><b><u>Financial Report:</u></b> <a href="#">(Handout)</a> ASTD NEFL is over year to date budget by \$200, which is the year-end budget projection.</p>	

<p>Financial Report</p>	<p>This projection includes the investment accounts and the extra month of December.</p> <p>Isabel asked about the difference between the April to July Income and Expense Trend versus the September 1-8. Lynne stated that there were several monthly programs with fewer people attending which caused lower revenues generated from registration fees.</p> <p>Ida asked if it was possible to obtain a more detailed quarterly expense report or chart, where expense line items could be identified.</p> <p>Rachel asked if the budget overage was due to low attendance or excessive spending.</p> <p>Lynne asked the Board what they needed to see on a monthly or quarterly basis, specifically what detail the Board would like to see in a monthly financial report. Lynne also pointed out that the speaker gift/jump drive expenses occurred twice this year for all the monthly, eSIG, and CMSIG programs.</p> <p>Ida stated that the Board needs to evaluate the fee structure for the programs, memberships, and sponsorships to determine the cause of the budget overage.</p> <p>Lynne asked which information would be useful to the Board members from the Quickbooks financial analysis tools.</p> <p>The Quickbooks pie chart Expense analysis identified the specific areas that incurred expenses. The Board asked Lynne if Quickbooks could make pie charts with more details and include general ledger line items.</p> <p>One example was the Membership expense group. The Board could only control the chapter membership expenses because national membership revenues go to ASTD national.</p> <p>The expense breakdown pie chart identified reduced leadership expenses.</p> <p>Ida asked if QuickBooks could generate a pie chart that includes the numbers and percentages and a pie chart for income breakdown.</p> <p>Lynne also wants to create a spreadsheet version of the expense breakdown for the Board members. Lynne could also break down revenue and expenses for each area in Board (Leadership, Programs, Memberships, etc...)</p>	

<p>Open Discussion</p>	<p>Bob began the discussion of the Director Board Member position and the Surplus Funds:</p> <p>The ASTD NEFL Director position is valuable because of the history and experience of the Board member. Currently, Rachel Stromberg holds this Board member position.</p> <p>The surplus funds invested in the EverBank money market and CD accounts are used for emergency situations to help chapter to operate in the event that there is no revenue generated.</p> <p>Ida stated that for several previous years, the chapter operated on a deficit. Only since the last fiscal year, has ASTD NEFL operated on a near no-deficit, near-balanced budget.</p> <p>Tina expressed concern about using the surplus funds for a chapter Award program. This could be very costly</p> <p>The Board agreed that there needs to be a resource or committee to develop a chapter award event at the direction of Rachel and Lynne.</p> <p>Jennifer Jamison reported that membership is at 35% CORE. She is working with her committee to open more corporate memberships.</p> <p>Trial chapter memberships for the people on the National ASTD list in order to meet CORE requirement. Ida stated that ASTD NEFL will need to see what ASTD NEFL needs to do to meet the CORE requirements.</p> <p>Ida asked Jennifer Jamison if there were additional student memberships. ASTD national offers student memberships for \$59, and that students also receives a free chapter membership.</p> <p>Rachel expressed a concern about the Board meetings excessively exceeding the time on the agenda.</p>	<p>Rachel's Committee will work on a chapter Awards program.</p> <p>Rachel will re-engage a committee to explore &amp; present a recommendation for use of the surplus funds.</p> <p>Membership committee to follow-up on meeting the CORE requirement for 2013 of 40%.</p>
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Respectfully submitted  
*Susan Abraham*  
 Susan Abraham  
 Chapter Administrator  
 September 11, 2013