

ASTD Northeast Florida
 Board Meeting Minutes
 Date: August 14, 2013
 Location: Webster University



In Attendance	Robert Zinsser, President Jennifer Jamison, VP Membership Alison Cruess, VP IT Tom Speer, VP Programs 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 Quorum established
Absent	Allison Turner, VP Professional Development; Casey Gibson, VP Public Relations; Lynne Orr-Holley, VP Finance
Begin	6:17 pm
End	8:07 pm

Agenda Item	Details	Follow-up
Robert Zinsser, President (Approval of July 2013 Advance and Board meeting minutes; Chapter Leader Conference Call Update—Power of 2; SOS Update/Feedback; 2014 BOD Vote @ Monthly Event 8/15)	Bob Zinsser, President, introduced incoming VP Sponsorship Isabel Graf to the Board. <u>Corrections to the July 13, 2013 Board meeting minutes:</u> Motion: to approve minutes with the following corrections (Tom); second (Tina). Motion passed unanimously <u>Addition to July Board Meeting Minutes:</u> Quorum was not established, and the Board was unable to vote for Isabel Graf to become VP of Sponsorship. The vote was deferred until the July Advance meeting where a quorum will be established. Alison corrected the Big Event registration page. Changes and edits to the minutes are acceptable as long as the edits are tracked (track changes). <u>Corrections to the July 13, 2013 Advance meeting minutes:</u> <u>Addition to the August Board meeting Minutes:</u> No change to eSIG committee and eSIG is under budget. Motion: to approve Advance Meeting minutes (Jeff); second (Ida)—no corrections to Advance meeting minutes. Motion passed unanimously	

Chapter Leader Conference Call Update:

Two days ago (August 12, 2013), large chapters NY, CA, Brandon Grubesky, and Mark Myette conducted a Chapter Leader Conference call.

The conference topic was about the 40% CORE requirements (National ASTD membership).

ASTD suggested reaching out to corporations in order to raise awareness, and hopefully increase local and national membership .

Two things: 1. National list—chapters can call Brandon Grubesky monthly to get the listing; 2. The ASTD national website (www.astd.org) contains a listing of national members.

Website: www.astd.org/Power Member contains the link of recording from the NAC Advisors.

Laura Steigelman suggested that ASTD NEFL should encourage new chapter members to join ASTD national as part of the New Member orientation. What type of support can ASTD national provide the chapters—strategic marketing and financial planning.

An idea to conduct quarterly webinars was presented to make: a 3 minute snippet from Tony Bingam (ASTD president) about benefits of national memberships.

Jennifer stated that trial chapter memberships will be offered to ASTD national members when Jennifer gets the listing of new national ASTD memberships from the ASTD national office. Jennifer has to compare the listing to the ASTD NEFL contact database to ensure these candidates were not previous ASTD NEFL members.

Rachel suggested recognition of renewing National ASTD membership at the monthly meetings. Discussion ensued—perhaps updating/recognizing in newsletter.

Tom asked if ASTD National issued gift certificates to its store.

Isabel mentioned that she believes SHRM national has more value than ASTD national.

Jeff asked about a requirement for ASTD NEFL to require both chapter and national membership.

Rachel mentioned that ASTD national members who only have the national membership don't get chapter

	<p>benefits (free eSIG and reduced monthly meeting fees).</p> <p>Jennifer stated that ASTD national does not communicate the benefits or promotional offers associated with joining ASTD in a timely manner to its chapters. By the time the chapters find out about the promotional offer, it has expired.</p> <p>Alison stated that much of the Chapter resources are used to accomplish National goals.</p> <p><u>SOS Update/Feedback:</u> Bob needs to revisit and resubmit chapter goals and ASTD National goals, making sure that ASTD NEFL goals are aligning with ASTD national goals.</p> <p><u>2014 BoD Vote at Monthly Event 8/15/2013 reminder</u></p> <p>Bob is responsible for the voting portion of the meeting; Tina will bring the ballot.</p>	<p>Bob Zinsser to discuss with Brandon Grubesky about ASTD national support for promoting Power memberships</p>
<p>Tina Echeverry, President Elect on behalf of Allison Turner, VP Professional Development</p> <p>Big Event Update Discussion</p>	<p><u>Big Event Update:</u></p> <p>Tina stated that the postcard for promoting the Big Event is ready to go out next week.</p> <p>The remainder of the update is reported in the Big Event Sponsorship report by Isabel Graf, VP Sponsorship.</p>	
<p>Susan Abraham, Administrator</p> <p>Credit Card Processing</p>	<p><u>Credit Card Processing (Handout)</u></p> <p>Susan Abraham researched Sage Payment Solutions (contact from Bob Zinsser and SHRM merchant processor) and three different vendors for merchant processing services. The research in the handout was estimating approximately five walk-in participants (maximum) per monthly event.</p> <p>Rachel asked if the amount of transactions (five walk-ins per monthly event) justify the expense associated with a merchant processing vendor.</p> <p>Isabel stated that there could be more participation for existing and potential members if ASTD NEFL obtained a credit card machine or swiper.</p> <p>Tina stated that the chapter was spending more money on transaction processing for walk-ins, which is why there was a walk-in fee.</p> <p>Rachel suggested using a laptop and logging into</p>	<p>This item was tabled for discussion during the September Board meeting.</p> <p>For Bob, Lynne, and Susan to research the cost and estimate number of event walk-ins and report back to Board during the September Board meeting.</p>

Field Code Changed

	<p>PayPal during the monthly events. Perhaps ASTD NEFL could negotiate wi-fi access with Maggiano's and other monthly event venues.</p> <p>Jeff: suggested that the Board pick one of the merchant processing vendors and try them since there is no commitment or contract associated with the service.</p> <p>Bob asked about the net impact or benefit of using the merchant processing services (extra income over the cost).</p> <p>For the Big Event, UNF has free wi-fi; therefore, ASTD NEFL could log into PayPal to process any walk-in registrations.</p> <p>Tom stated that Maggiano's has control over wi-fi access to their venue for a fee and that he will negotiate a waiver of that fee for the next monthly event in order for ASTD NEFL to access PayPal for transaction processing.</p> <p>Ida: stated that the five dollar walk-in fee should cover the transaction costs associated with using a credit card vendor.</p> <p>Laura: stated that there would be no harm with trying one of the credit card processing vendors and go ahead and try one of them. The five dollar walk-in fee would cover the credit card transaction processing costs.</p>	
<p>Alison Cruess, VP Technology</p>	<p>HOT TOPIC: Clicking with Hyper Office (PowerPoint Presentation)</p> <p>Alison used "clickers" to engage the BOD in an activity that assessed their application of the HyperOffice features. Alison reminded the BOD that they must be engaged in using all available features in HyperOffice in order to make an informed decision regarding its upcoming license renewal.</p> <p>By-Laws: may permit the HO voting feature.</p> <p>All HOT Topic presentations are in PowerPoint files under the Technology folder (HOT Topic) in Hyper Office</p>	
<p>Isabel Graf, VP Sponsorship</p> <p>Big Event Sponsorship Update</p>	<p><u>Big Event Sponsorship Update:</u></p> <p>The following organizations are Big Event Sponsors:</p> <ul style="list-style-type: none"> • Lee, Hecht, Harrison is a Gold sponsor; 	<p>Isabel will research ASTD NEFL by-laws on whether raffle/incentive for sponsor donation is acceptable (ASTD NEFL is a 501c3/non-profit organization).</p>

Field Code Changed

	<ul style="list-style-type: none"> • Right Management is a Silver sponsor • Winn Dixie will donate an in-kind sponsorship (contact Derree Braswell); • Linda O'Connell (Learnologie) may also share a sponsorship; • UNF has a platinum sponsorship which is in-kind (use of its facility along with promotional materials for the Big Event); • Cana Massage will also donate an in-kind sponsorship. Cana will also be there for the day before the Big Event to provide massage services for volunteers who assist with the Big Event set-up. • Webster University and Insights2Talent have a shared sponsorship. • FCHEA (First Coast Higher Education Alliance)—a non-profit organization. Tina is checking with them about a possible sponsorship. <p>Other ideas for sponsorship include ASTD national website—Training Services (Gift Certificates) and organizations who are willing to pay for a table at the Big Event.</p> <p>Isabel will contact the Jacksonville Business Journal and Florida Times Union about possible sponsorship of the Big Event.</p> <p>Levels of Sponsorship:: \$1500 Platinum; \$750 Gold; \$400 Silver; \$200 Bronze; \$50-199 equals door prizes</p> <p>Isabel has a document/flyer for the Big Event and other ASTD NEFL sponsorship opportunities.</p> <p>Additional discussion from Board members regarding Big Event Sponsorship:÷</p> <ul style="list-style-type: none"> • Asking Best Buy for a donation (gift cards) to use as incentive/raffle for the Big Event sponsors. • Check into the ASTD national store and possibly selling resources at Big Event along with promotional items. • When ASTD NEFL sold book from ASTD national in the past, it was extra work and costly as books became out of date. 	<p>If sponsor donation raffle/incentive is acceptable, then Isabel will ask Best Buy for a donation.</p> <p>Isabel will also look into ASTD national resources that could be sold during the Big Event.</p> <p>Member Involvement committee will assist with finding volunteers for the Big Event set-up.</p>
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	<ul style="list-style-type: none"> • Bob Pike will likely be bringing his materials for sale at the Big Event so we do not want to sell competing resources. • Need volunteers to assist with set-up the night before the Big Event. 	
Jennifer Jamison, VP Membership Big Event Memberships for Power Memberships	<p>Problem: There are several chapter members with national ASTD membership who are unable to register for the Big Event at the power membership rate because the renewal date for ASTD NEFL is different than the ASTD national.</p> <p>Several chapter members have been emailing Jennifer and Susan regarding this matter. Susan manually registers the members at the power member rate.</p> <p>Susan and Jennifer need to constantly communicate with each other in these situations. Both Jennifer and Susan also verify the information in the chapter member's contact profile.</p> <p>Jennifer asked the Board if there was a way to expedite or provide incentives to chapter members to make their ASTD national membership renewal the same as the ASTD NEFL renewal date.</p> <p>Jennifer obtains reports from National about the listing of ASTD national membership; however, it's still not very timely.</p> <p>The verbiage on the Big Event registration page about group registration is also confusing to the general public. Group registration references the corporate chapter members, and there were non-members who thought they would get a discount for multiple registrations.</p> <p>Jennifer has to check the www.astd.org/Membership website to ensure that chapter members get registered accurately.</p>	Alison Cruess will modify the verbiage on the Big Event registration page.
Open Discussion	<p>Director at large donated Comedy Zone passes for monthly program giveaway (expire September 4th.)</p> <p>Linked In Post: for ASTD NEFL discusses the Student engagement kit.</p> <p>Ida made an observation that in the past, ASTD NEFL chapter meetings included an agenda item for the monthly financial report. Revenues, expenses and account balances were included in the report. She suggested Bob reach out to Lynne to reinstate the monthly financial report. Ida stated that currently, there are chapter event reports for the eSIG and Program events which are given to the VP's of eSIG</p>	Bob stated that ASTD NEFL will include a Financial report as a Board meeting agenda item for the remaining Board meetings this year.

	<p>and Programs to review. This information should be included in the monthly financial reports to allow the entire Board to review revenue and expenses per event as well as on a monthly basis.</p> <p>Tina stated that there will be a free Excel Class on August 20th from 10 am to 2 pm and that there are two spots available if anybody on the Board is interested in participating.</p> <p>Tina also mentioned that there will be an Intermediate: Excel class on September 19th from 10 am to 2pm.</p>	
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Respectfully submitted
Susan Abraham
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Chapter Administrator
August 14, 2013