

ASTD Northeast Florida  
 Board Meeting Minutes  
 Date: December 18, 2013  
 Location: Pier Cantina and Sandbar



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| <b>In Attendance</b> | Robert Zinsser, President<br>Tina Echeverry, President Elect<br>Rachel Stromberg, Director at Large<br>Lynne Orr-Holley, VP Finance<br>Allison Turner, VP Professional Development<br>Alison Cruess, VP Technology<br>Tom Speer, VP Programs<br>Casey Gibson, VP Public Relations<br>Isabel Graf, VP Sponsorship<br>Ida Gropper, Past President<br>Lynn Higgison, VP CMSIG<br>Jennifer Jamison, VP Membership<br>Jeff Geloneck, VP eLearning<br>Laura Steigelman, VP Member Involvement<br>Quorum established |
| <b>Absent</b>        | None  |
| <b>Begin</b>         | 11: 50 am (stopped at noon to place lunch orders)   |
| <b>End</b>           | 12: 50 pm   |

| Agenda Item  | Details  | Follow-up |
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| Robert Zinsser, President<br><br>(Approval of November 2013 Board meeting minutes) | Bob called the meeting to order<br><br><b>Motion:</b> To approve the November 2013 Board meeting minutes with the corrections (Tom) second (Lynne). Motion passed unanimously<br><br><u>Corrections:</u> No discussion   | .         |
| Lynne Orr-Holley, VP Finance<br><br>Financial Report                               | <b><u>Financial Report:</u></b><br><br>ASTD NEFL experienced a deficit of \$3,014.14. This may be due to - the VP of Sponsorship Board position being vacant for a few months during 2013, extra audit fees, higher program expenses from speakers' travel expenses, and gifts for the giveaways.<br><br><b><u>Discussion:</u></b><br><br>ASTD NEFL should factor travel expenses into the speaker agreement or set a limit on the speaker expenses. It would be preferable to obtain an all-inclusive agreement for speaker's fees such as meals and travel expenses. ASTD NEFL should establish a limit on the maximum amount of speaker fees for the monthly programs. The Board agreed that these are lessons to be learned for future program planning. |           |

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|  | <p>The financial reports are in progress:</p> <p>The 2014 Budget challenge is for managing programs (speaker fees) expenses along with controlling the cost of the giveaways. Percentage increases should be factored into the budget in relation to technology expenses. . ASTD NEFL should calculate revenues from membership to balance the budget and meet CORE requirements. ASTD NEFL needs should also factor Board member costs (ASTD NEFL pays for the Board members) into the budget.</p>  | <p>VP Finance, Lynne Orr-Holley will send out the budget to Board members by December 20<sup>th</sup> for review and finalization.</p>   |
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| <p>Isabel Graf, VP Sponsorship</p> <p>Sponsorship Discussion</p> | <p><b><u>Sponsorship Discussion (Handout 1)</u></b></p> <p>The in-kind sponsorships—specifically what ASTD NEFL provides to its sponsors in exchange for an in-kind donation will be evaluated by the VP of Sponsorship. Feedback was requested by the Board before an evaluation was conducted. Several sponsors were present as they are also Board members (Webster University and The Blood Alliance). The evaluation of sponsorship agreements involves altering the contract/agreement for the sponsorship exchange.</p> <p>Webster provides the facility for the Board meetings and New Member Orientation, which should be considered when negotiating a sponsorship agreement.</p> <p>There are no cash receipts from the in-kind donation, while expenses are incurred by providing sponsors their benefits (web advertising, newsletter advertising, speaking time during the programs). It was discussed that too many benefits may be awarded to sponsorship partners.</p> <p>The Board discussed keeping the benefit amount the same or change/re-examine the benefits exchanged with the sponsors. One suggestion was to increase in cash sponsorship contribution for eSIG/CMSIG programs to \$50 (from \$25).</p> <p>Board meetings may be worth more because Webster has to schedule fewer classes in the evening.</p> <p>It was suggested reevaluating the benefits to sponsors—continue providing advertisements and logos but do not include free chapter memberships.</p> <p>It was discussed that ASTD NEFL offers value in the networking/attendance (people) that participate in the programs. The targeted audience (SIG—special interest group) is an additional networking benefit provided to the sponsors while the monthly programs</p> | <p>Bob will obtain feedback from the Board and sponsors on the valuation of in-kind and in-cash sponsorships along with the benefits.</p> <p>Finalize the sponsorship invoice/exchange (items in the handout) during the January 2014 Board meeting.</p> |

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|  | <p>offer a broader exposure (audience).</p> <p>CMSIG workshops have an average attendance of 15 people.</p> <p>Additional challenges and issues with sponsorship include the following:</p> <ul style="list-style-type: none"> <li>• Limited opportunities to raise sponsorship income (monthly, eSIG, and CMSIG workshops);</li> <li>• Disparity between the value received from the sponsorship donations</li> <li>• A text-heavy website that does not have room to highlight sponsors.</li> </ul> <p>ASTD NEFL could also utilize blogs and social media for sponsorship opportunities.</p>   |  |
| <p>Robert Zinsser,<br/>President and<br/>Alison Cruess, VP<br/>Technology</p> <p>HyperOffice Email<br/>Folders</p> | <p><b><u>HyperOffice Email Folders (Handout 2)</u></b></p> <p>Outgoing Board members should leave significant emails for successors. Outgoing officers should make sure they identify and create an “outgoing officer folder” and clean out their H.O. inbox for incoming officers. The initial deadline for the transition was Thursday, 12/19/2013, which was not enough time to prepare for the transition.</p> <p>Alison C wants to expedite the transition ASAP--before the end of the year.</p> <p>The revised deadline is Friday, December 20<sup>th</sup> in the morning to switch over all officers. Alison C wants to transition all outgoing and incoming at one time.</p> |  |
| <p>Open Discussion</p>   | <p>An Officer Induction will take place during the January 2014 monthly meeting on Thursday, January 16<sup>th</sup>, 2014 to introduce the entire Board to the ASTD NEFL members.</p> <p>Laura suggested a website upgrade to make it user-friendly and navigation easier for members and guests.</p> <p>Tina passed out a schedule of 2014 Board meeting dates (Handout).</p> <p>Bob presented the outgoing Board member a gift to Ida Gropper (Past President) for her years of service on the Board.</p>  |  |

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|  | Bob issued certificates of recognition to Board members for their service. |  |
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Respectfully submitted

*Susan Abraham*

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Chapter Administrator

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