

**ASTD Northeast Florida  
Board Meeting Minutes  
Date: February 13, 2013  
Location: Webster University**



<b>In Attendance</b>	Ida Gropper, Past President Alison Cruess, VP IT Tina Echeverry, President Elect Jennifer Jamison, VP Membership Rachel Stromberg, Director at large Lynne Orr-Holley, VP Finance Lynn Higgison, VP CMSIG Casey Gibson, VP Public Relations Tami Beaty, VP Sponsorship Jeff Geloneck, VP eSIG Robert Zinsser, President Tom Speer, VP Programs Laura Steigelman, VP Member Involvement Allison Turner, VP Professional Development Quorum established	
<b>Absent</b>	No absences	
<b>Begin</b>	6:20 PM	
<b>End</b>	7:59 PM	
<b>Agenda Item</b>	<b>Details</b>	<b>Follow-up</b>
Bob Zinsser, President  (Welcome and Minutes  Appoint Tami Beaty  Meeting Absence/substitute)	-- Bob called the meeting to order -- Bob directed everyone to review the December Board of Directors meeting minutes dated 01/09/2013  <u>Corrections to January BOD meeting minutes dated          01/09/2013 :</u> . None (corrections have previously been emailed by Board members)  <b>MOTION:</b> to approve January Board of Directors' minutes dated 01/09/2013 with the requested changes (Jeff) - Ida seconded the motion - Motion passed (unanimous).  <u>Appoint/Vote VP Sponsorship</u> <b>MOTION:</b> to appoint Tami Beaty as the VP Sponsorship (Rachel Stromberg) -Tina seconded the motion -Motion passed (unanimous)  <u>Meeting Absence/Substitutions:</u> Discussion: Bob asked for feedback  Tina suggested that a committee member attend the Board meeting for each absent Board member.  Tom mentioned that the substitute should actively participate in the meeting and report back to absent	Contact Susan Abraham to update Agenda.  Notify Bob and Board of substitution.

	<p>Board member. <u>Community Outreach:</u></p> <p>Bob mentioned his outreach to Kiwanis; Rotary; Southside Businessmens Club Bob would speak at the meeting to talk about ASTDNEFL— as a guest speaker</p>	
<p>Alison Cruess, VP IT</p> <p>Hyperoffice Training (HOT) Topic</p>	<p><b><u>HyperOffice Training:</u></b> PowerPoint presentation in Hyperoffice: 2013&gt;Board MeetingDocuments&gt;February&gt;file name: February HOT Topic</p> <p><i>HyperOffice is a Web Portal</i> -a central place for making all types of information accessible to a specific audience.</p> <p><i>Mobile interface demonstration:</i> -use web browser on mobile device -www.astdnefl.hyperoffice.com has the same login as desktop/laptop computer</p> <p><i>File in Use/File Sharing Considerations:</i> -if there is a “file in use” message, close the file. -while using HyperOffice, make sure that you close the document when you finish to avoid “file in use” message for other users.</p>	
<p>Susan Abraham, Administrator</p> <p>AV Equipment Cost Benefit Report</p>	<p><b><u>AV Equipment:</u></b> AV Equipment report handout located in HyperOffice: 2013&gt;Board MeetingDocuments&gt;February&gt;two files named: AV Equipment report and Maggianos General Information Audio Visual Equipment.</p> <p>Rachel stated we do have equipment (microphone but cord is missing); Tom has the microphone system</p> <p>Ida stated that we may want to discuss AV equipment charges with Maggiano’s to determine AV pricing. Why do they charge us so much for equipment? Shouldn’t we be paying less based on the program in their price sheet?</p> <p>Lynne suggested that Tami meet with Maggiano's to discuss the possibility of an in-kind sponsorship (reduced or waived equipment rental charges).</p>	<p>Tom and Susan to assess existing equipment with ASTD NEFL (lavalier microphone system with a missing cord).</p> <p>Tom Speer to research the possibility of purchasing the missing cord and the cost.</p> <p>Tami to meet with Maggiano's to find out if they would be interested in donating an in-kind sponsorship via reduced (or waived) equipment rental fees.</p>
<p>Tom Speer, VP Programs</p> <p>Legal Contracts/Agreements</p>	<p>The March program speaker has presented Tom a contract to review, and Tom is concerned about the legal risk this may bring to ASTD NEFL.</p> <p>Rachel mentioned that there is an ASTD speaker agreement and asked Tom if he uses it. Tom uses the ASTD speaker agreement as needed; however, the March speaker gave a contract to Tom.</p>	

	<p>Lynne asked if there was anything in the contracts that should concern ASTD NEFL.</p> <p>Tom mentioned that the contract contained clauses about intellectual property, and that the speaking engagement does not constitute an employment relationship between ASTD NEFL and program attendees.</p> <p>Would it be a liability if one of the guests makes copies of the speakers' materials? Videotaping is also an issue.</p> <p>Ida mentioned that with smartphones and mobile devices, we need to let members/registrants know that recording the speaker is not permitted.</p> <p>Jeff stated that we disclose the following to ASTD NEFL members on the event registration template:</p> <ul style="list-style-type: none"> <li>• that no pictures/videos are permitted or reproducing any material presented at the event.</li> <li>• that ASTD NEFL may take pictures and post them on its website, etc. Meaning that attendees and speakers should be aware that some pictures/video will be taken.</li> </ul> <p>Some of the members' actions cannot be controlled by ASTD NEFL nor should ASTD NEFL be held accountable.</p> <p>Tom was also concerned about not having a legal professional review the contract that the March program speaker gave to him.</p> <p>Rachel stated that there is no formal process in place to review contracts that outside parties (such as speakers) give to ASTD NEFL; however, Tom was right to bring this matter to the Board's attention.</p> <p>Casey suggested that designated people address situations where external parties are giving ASTD NEFL contracts. (Maybe Pres Elect, President, etc...)</p> <p>Susan also suggested that Tom post an inquiry on the LinkedIn Chapter Leader's group about this issue</p>	<p>Committee consisting of President, President Elect, Director at Large, and VP Programs to address situations when program speakers (external parties) give ASTD NEFL contracts to review.</p>
<p>Jeff Geloneck, VpeSIG</p> <p>Workplace Excellence Award</p>	<p><b><u>Workplace Excellence Award Program:</u></b></p> <p>Jeff stated that ASTD NEFL is running out of time to form a committee that will work on the Workplace Excellence Award Program for 2014. This program is very time-consuming and needs a lot of planning. The</p>	<p>Form an Exploratory Committee consisting of Jeff, Lynne, Rachel, and Casey to gather information on budget; detailed planning; logistics, and finding out an interest in the Workplace</p>

<p>April Workshop</p>	<p>Board needs to decide and choose a team immediately.</p> <p>Rachel asked about whether the Workplace Excellence Award Program will be for 2013 or 2014.</p> <p>Bob stated that we could be ready for this in 2014.</p> <p>Ida reminded the Board that part of CORE is the membership requirement for national which increased in 2012 to 35%. The chapter was barely able to make the requirement. This year the requirement is 40%, and it will continue to go up 5% until 2015 when it will reach 50%. Having all Board members actively assisting in membership is critical to reaching the requirement. -</p> <p>Tom added that the Workplace Excellence Award Program should be limited to chapter members or as a membership drive.</p> <p>Laura suggested the Workplace Excellence Awards be presented as an excellence showcase, not an awards ceremony. The workshop should focus on information-sharing and learning from other practices.</p> <p>How will we define excellence?</p> <p>Rachel mentioned that the Workplace Excellence Awards should be a combination of competition and showcase.</p> <p>Tina asked about cost of this</p> <p>Lynne suggested that the Board put its feelers out—identify past Board members and involved members to participate in the Workplace Excellence Awards committee.</p> <p>The timeframe for the Workplace Excellence Awards should be either the beginning or end of 2014.</p> <p>Alison stated that not too much time has elapsed between now and the last Workplace Excellence Awards.</p> <p>Jeff was in favor of reformatting the program.</p> <p>Casey asked about the benefit of holding this event.</p> <p>Tom stated that the Workplace Excellence Awards program would add to ASTD NEFL credibility. ASTD needs to be pro-active on seeking best practices and balance with recognition of our own members.</p> <p>Lynne stated that the Workplace Excellence Awards</p>	<p>Excellence Award Program.</p> <p>The Exploratory Committee should also identify ways this program will benefit ASTD NEFL and its members.</p>
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	<p>program is an opportunity for celebrating our members.</p> <p>Ida stated that historically the Workplace Excellence Awards was hosted by UNF. Continuing Education and open regionally to both ASTD members and non-members. UNF Continuing Education had full-time staff working on this event and there was a certain prestige added due to the university name.</p> <p><b><u>April Workshop:</u></b>  Jeff stated there is not enough time to plan a separate workshop for April; however, eSIG will do a tech showcase this year.</p>	
<p>Lynne Orr-Holley, VP Finance</p> <p>Budget</p> <p>Audit</p>	<p><b><u>Budget:</u></b>  Sources of Income:</p> <ul style="list-style-type: none"> <li>• Jennifer (membership)—wash with expenses</li> <li>• Tami (sponsorship)</li> <li>• Big Event</li> <li>• eSIG</li> <li>• Monthly Programs</li> </ul> <p><b><u>Audit:</u></b>  The audit: report, invoice, and journal entries are in Hyperoffice: 2013&gt;Finance&gt;3 files named: ASTD 2012 Audit 021013; ASTD Audit Invoice #1100; ASTD Journal Entries 2012</p> <ul style="list-style-type: none"> <li>• Report contains Current Asset Balances for 2011/2012.</li> <li>• This year ASTD NEFL was over budget by \$384 vs. \$4,794 in previous years.</li> <li>• Overall ASTD NEFL is in good financial condition.</li> </ul> <p>Ida thanked Lynne for all her hard work in stepping up to the VP Finance role.</p>	<p>Susan Abraham to follow-up on presenting and having the budget approved during the March BOD meeting in place of Lynne Orr-Holley who will be out of town due to workplace commitments.</p>
<p>Tami Beaty, VP Sponsorship</p> <p>Sponsorship Plans/Ideas</p>	<p><b><u>Handouts:</u></b></p> <p>Tami asked for Sponsorship referrals--in case a Board member knows somebody/company who is interested in becoming a sponsor.</p> <p>Tina asked for a contact phone number.</p> <p>Laura suggested place settings at chapter events and to put Tami in the monthly event program to talk about sponsorship.</p> <p>Ida mentioned that there is a sponsorship brochure. Tami stated that the one page flyer on sponsorship is nicer.</p> <p>Jennifer stated that she could add sponsorship information to her membership table during the monthly events.</p>	<p>Tami to simplify and create sponsorship materials (flyer) for Board to review.</p> <p>Tami to review/evaluate the pricing of sponsorship for events (eSIG, monthly, Big, CMSIG).</p>



	Chad wants build a better relationship with ASTD NEFL.	
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Respectfully submitted

*Susan Abraham*

Susan Abraham

Chapter Administrator, February 13, 2013