

ASTD Northeast Florida
 Board Meeting Minutes
 Date: January 8, 2014
 Location: Webster University



In Attendance	Tina Echeverry, President Rachel Stromberg, Director at Large Lynne Orr-Holley, VP Finance Allison Turner, VP Professional Development Mark Greeley, VP Technology Tom Speer, President Elect Jan Spence, VP Programs Casey Gibson, VP Public Relations Isabel Graf, VP Sponsorship Robert Zinsser, Past President Lynn Higgison, VP CMSIG Jennifer Jamison, VP Member Involvement Jeff Geloneck, VP Membership Debra Riley, VP eLearning Quorum established
Absent	
Begin	6:15 pm
End	8:10 pm

Agenda Item	Details	Follow-up
Tina Echeverry, President (Approval of December 2013 Board meeting minutes)	Tina called the meeting to order Motion: To approve the December 2013 Board meeting minutes with the corrections (Lynne Orr-Holley) second (Lynn Higgison). Motion passed unanimously <u>Discussion:</u> None	.
Tina Echeverry, President BoD Meeting/Snack Schedule Contact Information Sheet Review Monthly Core Matrix & Tracking Sheet	<u>BoD Meeting/Snack Schedule:</u> January 8: Tina Echeverry February 12: Mark Greeley March 12: Isabel Graf April 9: Jeffrey Geloneck May 14: Allison Turner June 11: Jennifer Jamison July Advance/Board: TBD August 13: Bob Zinsser September 10: Tom Speer October Advance/Board Meeting: TBD November 12: Lynne Orr-Holley or Casey Gibson December 10: Location TBD <u>Contact Information Sheet Review:</u> The contact information sheet is located in the HyperOffice Group 2014 Folder>Board Contact List.	.

	<p>Bob passed a copy of the Board contact information sheet around to Board members/Administrator for corrections.</p> <p><u>Monthly Core Matrix & Tracking Sheet: (Handout1)</u></p> <p>Rachel stated that the following CORE components must be satisfied in order for ASTD NEFL to remain operational: Administrative, financial, membership, operational, professional development, and communications elements.</p> <p>The monthly CORE Matrix and Tracking sheet breaks out in detail on why, how, and who is accountable for these CORE components. This document will also identify the date that these requirements have been satisfied.</p> <p>The Board noted that the chapter is required to maintain a 40 (not 45) percent national and chapter membership, which is the same percentage as the 2013 CORE membership requirement. The CORE membership requirement for 2015 is to be determined.</p> <p>The Monthly CORE Matrix and Tracking sheet will be maintained in HyperOffice>2014>Board Files>document name: CORE Matrix and Tracking 2014.</p>	
<p>Bob Zinsser, Past President</p> <p>CORE Report Survey Update</p>	<p><u>CORE Report Survey Update:</u></p> <p>Bob is filing the report this weekend (January 11th and 12th) pending resolution of the following outstanding questions:</p> <ul style="list-style-type: none"> • Bob asked the Board how the chapter recognizes young, new, professionals (under 30 years old). • Bob also asked the Board about the non-member registration fees for monthly events and chapter-sponsored events (Big Event). <p>The annual report will highlight information contained in the CORE report via PowerPoint presentation during the January monthly event.</p>	<p>Bob Zinsser will present the annual report during the January monthly event.</p> <p>The CORE report is due to ASTD national on January 31st.</p>
<p>Lynne Orr-Holley, VP Finance</p> <p>Financial Report</p> <p>Budget Update</p>	<p><u>Budget Update: (Handout 2—2014 Budget Draft) and (Handout 3 Financial Report)</u></p> <p><u>Leadership Conferences (7310)</u>: Tina chose not to attend ICE this year in order to save the chapter money due to low funds.</p>	

	<p>Chapter Membership Revenues (5210): There are 246 standard chapter members, not including the corporate members.</p> <p><u>Sponsorship/Advertising Revenues (5150)</u>: The turnover on the Board position in 2013 caused lower sponsorship revenues. Hopefully, the sponsorship contributions will increase in 2014.</p> <p><u>Programs (5182 registration revenues/7122 Expenses)</u>: The biggest challenge and learning experience was balancing expenses with registration fees. The Board suggested less expensive venues, and offering breakfast vs. lunch; however, ASTD NEFL cannot control the quantity of registrations. That is why revenues and expenses cannot balance.</p> <p><u>Finance (Bank Fees 7661)</u>: Bank of America began to charge a \$17 monthly banking fee in August of 2013</p> <p>Lynne asked the Board members to evaluate their areas and to provide her with suggestions on how to improve their budgeted area of responsibility.</p>	<p>Bob Zinsser is going to research various financial institutions to see if there are any that will not charge service fees.</p>
<p>Isabel Graf, VP Sponsorship</p> <p>Sponsorship Update (Continued discussion of sponsorship level offerings)</p>	<p><u>Sponsorship Update: (Handout 4)</u></p> <p>Isabel discussed the revised sponsorship levels within the handout.</p> <p>Motion: to raise the monthly meeting sponsorship fee from \$150 to \$250 (Isabel) seconded (Rachel) to be consistent with Isabel's proposed pricing structure in her handout.</p> <p>Motion passed unanimously.</p>	<p>Bob will follow-up with Chad Sorenson (SHRM President) on the monthly sponsorship levels</p>
<p>Mark Greeley, VP Technology</p> <p>Wild Apricot (ASTD NEFL website) Update and HOT Topic (Hyperoffice Training)</p>	<p><u>HOT Topic:</u></p> <p><u>Wild Apricot Update:</u> Mark wanted to change the wording on the website to say, "Voted winner again in 2013 for meeting CORE requirements."</p> <p>Mark was unable to locate the file that listed the Past in order to update the website. He will look in HyperOffice.</p> <p>Mark also asked the Board and Administrator to review and update the 2014 leadership and support committee pages in order to reflect current, accurate information.</p> <p>Mark also needs to update the volunteer opportunities for open positions. He requested that the Board notify him if the volunteer opportunity has been filled.</p>	<p>Mark to send screen shots on HO settings.</p> <p>Mark will upload the 4th quarter newsletter to the ASTD NEFL website upon its completion.</p> <p>Mark will update Wild Apricot</p>

	<p>Mark will upload the 4th quarter newsletter to the ASTD NEFL website upon its completion.</p> <p>Mark asked if the Board wants to keep the section on the Memorial fund for Steve Borowiec active.</p> <p><u>HOT Topic:</u> Mark presented the HyperOffice mail settings to the Board members, as some of the new Board members were not familiar with this feature in HyperOffice.</p> <p>Mark also told Board members that they could update their personal settings with their picture (professional headshot) in the following feature: Personal>Personal Information.</p>	<p>by deleting photos in order to free-up memory.</p> <p>Mark Greeley will follow-up with Tim Giles about the Steve Borowiec fund.</p>
<p>Jan Spence, VP Programs</p> <p>Programs Update</p>	<p><u>Programs Update: (Handout 5)</u></p> <p>The slide deck is ready for the January monthly event (updated to include UNF as a sponsor). Since Jan is unable to attend the January monthly event, Tom Speer will fill in for Jan's role as VP Programs/host for the January monthly event.</p> <p>Jan will incorporate the annual report into a slide for Bob (highlighted information in the CORE report) and allow time for Bob to address the ASTD NEFL members during the January monthly event.</p> <p>Jan held a Programs committee meeting with Karen Sistare, Nancy Boyle, and Rebecca Ballowe. Jan and her committee worked on topics for the 2014 monthly events.</p> <p>The February monthly event topic will cover the 2014 Report on Leadership development trends. The speaker, Bonnie Hagemann, is covering her own travel expenses and fees.</p> <p>Jan asked Board members for suggestions on topics for future monthly events.</p> <p>Jan is using the feedback forms for door prize drawings instead of the badges. ASTD NEFL will collect the badges issued to monthly event attendees at the very end of the meeting as people leave.</p> <p>Webster University will sponsor and host the March monthly event instead of University of Phoenix.</p>	
<p>Susan Abraham, Administrator</p> <p>Annual Filings</p>	<p><u>Annual Filings:</u></p> <p>The copy of the annual filings is located in the 2014 HyperOffice Group Folder>Admin Docs>Annual Filings.</p>	

<p>Open Discussion</p>	<p>Casey Gibson asked the Board member to review the newsletter and make edits.</p> <p>Casey Gibson also addressed the Board about the Communication Steering Committee. She needs commitments from Board members on their participation. She recommended that Mark Greeley, Jan Spence, Lynn Higgison, and Jeff Geloneck participate in this committee. The Communication Steering Committee meets one hour before Board meeting throughout the year.</p> <p>Casey also asked the Board for feedback on Social media advertising for ASTD NEFL programs and events.</p> <p>Allison Turner gave Board members two handouts (Handout 6) and (Handout 7) on the Mentor program and the Mentor Profile sheet. She asked Board members to complete the Mentor profile sheet and return to her.</p> <p>Jennifer reminded the Board members to make sure that they pay their chapter membership fees and become national ASTD members.</p> <p>March 31st is the National membership deadline for the discounted rate.</p> <p>Tom suggested a monthly meeting that brings in a photographer to take members' professional headshots and subsequently take a 2014 Board picture.</p> <p>Jennifer suggested that ASTD NEFL invite committee members to the next Board meeting for professional headshot photographs.</p>	<p>The 2014 Board picture will be taken during the February Board meeting</p> <p>The Board and the Administrator will Invite committee members to the February Board meeting for the professional headshots.</p>
<p>Respectfully submitted</p> <p>Susan Abraham Chapter Administrator January 8, 2014</p>		