

ASTD Northeast Florida
 Board Meeting Minutes
 Date: August 14, 2014
 Location: Webster University



In Attendance	Robert Zinsser, Past President Mark Greeley, VP IT Tom Speer, President Elect Jennifer Jamison, VP Member Involvement Lynne Orr-Holley, VP Finance Debra Riley, VP eSIG Isabel Graf, VP Sponsorship Quorum established
Absent	Tina Echeverry, President; Casey Gibson, VP Public Relations; Allison Turner, VP Professional Development; Jan Spence, VP Programs; Lynn Higgison, VP CMSIG
Begin	6:15 pm
End	7:35 pm

Agenda Item	Details	Follow-up
Tom Speer, President Elect (Welcome and Minutes)	<p>-- Tom called the meeting to order.</p> <p>-- Tom directed everyone to review the July 12, 2014 July Advance and Board of meeting minutes.</p> <p><u>Corrections to the BOD minutes:</u> None</p> <p>MOTION: to approve the July 12, 2014 Board of Directors' minutes with the requested changes (Bob). - Lynne seconded the motion. - Motion passed (<i>unanimous</i>).</p> <p><u>Corrections to the Advance minutes:</u> None</p> <p>MOTION: to approve the July 12, 2014 Advance minutes with the requested changes (Isabel). -Mark seconded the motion. - Motion passed (<i>unanimous</i>).</p> <p><u>Operations Update:</u> Tom mentioned that the date for the December Board meeting is changing to 12/10/14.</p> <p>The Board named the following for next year's Board members: President Elect—Casey Gibson; VP Professional Development—Heather Horner; VP Programs—Jan Spence; VP CMSIG—Laura Steigelman; VP eSIG—Debra Riley; VP Technology—Mark Greeley; VP Membership—Angela Castiel; VP Sponsorship—Bob Zinsser; VP Public Relations—Freda Moore; VP Member Involvement—Jennifer Jamison; Director at Large—Lynne Orr-Holley; and VP Finance—Isabel Graf.</p>	

<p>Bob Zinsser, Past President</p> <p>Branding Initiative Update (ASTD to ATD)</p>	<p><u>Branding Initiative Update:</u> Bob stated that the updated bylaws have to be approved during the August monthly event on August 21, 2014.</p> <p>ASTD NEFL emailed the proposed bylaws to the membership ten days before the monthly event on August 11, 2014.</p>	
<p>Mark Greeley, VP Technology</p> <p>Technology Update</p>	<p><u>Technology Update:</u></p> <p>There is an email issue with WA. The emails still reflect the sender as ASTD, not ATD. The email issue may be with Microsoft Outlook instead of WA. Mark submitted a support ticket to WA.</p> <p>There are also missing documents that do not support the links on the ASTD NEFL website. Mark submitted a support ticket to Wild Apricot regarding this matter.</p> <p>The ATD NEFL web pages have to be changed for their name, and color scheme. The deadline for the website update is May, 2015.</p>	
<p>Jennifer Jamison, VP Member Involvement</p> <p>Membership Update</p>	<p><u>Membership Update:</u></p> <p>There are 196 chapter members. ASTD NEFL has 89 national members, which is 45% of the chapter members. Jennifer is going to submit a report to Erin Murphy, ATD Chapter Relations Manager, to verify the CORE membership. Jennifer found 62 national members who are prospective chapter members. Bob suggested posting the national list of those who are not chapter members to HyperOffice so Board members can review the list and reach out to anyone they know.</p> <p>Corporate membership from Acosta Sales is also pending.</p>	
<p>Isabel Graf, VP Sponsorship</p> <p>Sponsorship Update and Member Survey</p>	<p><u>Sponsorship Update:</u> ASTD NEFL billed \$2000 in Big Event sponsorships. There are currently seven sponsorship tables. Isabel asked the Board members to make three phone calls to solicit door prizes for the Big Event.</p> <p><u>Member Survey:</u> The Member Survey committee is trying to figure out how to get information for the different programs and are meeting on Monday, August 18th to finalize the survey questions. Isabel needs to purchase the Survey Monkey subscription for three additional months to cover both membership feedback and the Big Event survey.</p>	

	<p>MOTION: To amend (increase) budget by \$10 in order to purchase the Survey Monkey subscription for three additional months. (Isabel) Bob seconded the motion. Motion passed (unanimous).</p>	
Open Discussion	<p>Lynne Orr Holley explained the Financial Report. The lower than expected revenues are due to timing differences in recording journal entries. ASTD NEFL is approximately \$3,000 ahead in net income.</p> <p>Susan Abraham researched the cost of the flash drives and found that Client Focused Media charged less than other vendors.</p> <p>MOTION: (Isabel) To use the funds to purchase the flash drives from Client Focused Media. Deborah seconded the motion. Motion passed (unanimous).</p> <p>There are no door prizes for the eSIG workshops. Marilyn Feldstein donated some ASTD NEFL bags that could be used as giveaways.</p>	
<p>Respectfully submitted: Susan Abraham Chapter Administrator</p> <p>August 14, 2014</p>		