

**ASTD Northeast Florida
Board Meeting Minutes
Date: March 12, 2014
Location: Webster University**



In Attendance	Tina Echeverry, President Mark Greeley, VP IT Tom Speer, President Elect Jennifer Jamison, VP Member Involvement Lynn Higgison, VP CMSIG Jan Spence, VP Programs (call in) Lynne Orr-Holley, VP Finance Debra Riley, VP eSIG Casey Gibson, VP Public Relations Isabel Graf, VP Sponsorship Allison Turner, VP Professional Development Quorum established
Absent	Robert Zinsser, Past President; Rachel Stromberg, Director at Large; Jeff Geloneck, VP Membership;
Begin	6:17 pm
End	8:00 pm

Agenda Item	Details	Follow-up
Tina Echeverry, President (Welcome and Minutes)	-- Tina called the meeting to order. -- Tina directed everyone to review the February Board of Director meeting minutes dated <u>Corrections to the BOD minutes: None</u> . MOTION: to approve the February Board of Directors' minutes dated 02/12/2014 (Isabel). - Lynne seconded the motion. - Motion passed (unanimous).	
Jan Spence, VP Programs Programs Update	<u>Programs Update :</u> <u>March:</u> Generational Cohort; technology; the way people work together; speaker is Yvette Salvatico <u>April:</u> Mark Thompson will be discussing classroom presentation techniques. <u>May:</u> Eric from Questionmark will be discussing surveys and evaluations and measuring the results. <u>June:</u> combined meeting with eSIG and CMSIG; the topic is to be determined. <u>July:</u> looking for a speaker on effective project management.	

	<p><u>August to November:</u> topics are open and Jan will welcome suggestions.</p> <p><u>Change monthly meeting format:</u></p> <p>Three to five minute “Expert Moment” where chapter members demonstrate one small aspect of increasing the learning experience, then tables discuss and take home a half-page tip sheet on that specific aspect.</p> <p>Board members will serve as Table Hosts and make announcements along with allowing all table guests to introduce themselves. Feedback was given that sponsors and new/renewing members need to be recognized publicly.</p> <p>Debbie King is the newest Programs Committee member; however, Jan still welcomes more new members for her committee.</p>	
<p>Mark Greeley, VP IT</p> <p>Wild Apricot Events Update</p>	<p><u>Wild Apricot Events Update (Handout 1):</u></p> <p>Mark made a slight change to the Event module in Wild Apricot. Mark is changing the communication on the email to be user friendly and not overloaded with information. The calendar and schedule along with the deadline for the event are being updated.</p> <p>Tina asked about scheduling an email blast for the ASTD national membership fee change that will take effect at the end of March.</p> <p>Isabel mentioned that she had a problem using HyperOffice in the <u>FireFox</u> web browser.</p>	
<p>Allison Turner, VP Professional Development</p> <p>Big Event</p>	<p><u>Big Event:</u></p> <p>The original November 13th date needs to be changed. Allison will reserve with UNF University Center for the Big Event venue/location.</p> <p>Allison needs ideas for the Big Event name. Allison also asked the Board for feedback on sponsorship levels along with free registrations for the sponsors.</p> <p><u>Cost/Projection:</u></p> <p>Registration Price structure: \$44 (gold); \$59 for members; \$74 for general public</p> <p>ASTD NEFL is renting the UNF University Center for a half day because a full day is too costly</p>	

<p>Lynne Orr-Holley, VP Finance</p> <p>(2014 Budget Approval)</p>	<p><u>2014 Budget (Handout 2)</u></p> <p><u>Revenues:</u> Isabel stated that \$4000 sponsorship revenue is accurate. Membership revenue of \$12,000 in fees is the accurate amount.</p> <p>Motion: Use \$1,825 from the Excess Fund to fund the Member Involvement Expenses (Isabel); seconded (Debra). Motion passed unanimously.</p> <p><u>Discussion:</u> Put money back into eSIG breakfast to balance; Excess revenue goes back into interest-bearing investment</p> <p>Motion: To approve the budget as stated(Tom) to balance the budget (Isabel) seconded the motion Motion passed (unanimous)</p>	
<p>Jennifer Jamison, VP Member Involvement</p> <p>Member Involvement and Membership Update</p>	<p><u>Member Involvement and Membership Update:</u></p> <p><u>Member Involvement Update:</u></p> <p>Four people attended the New Member Orientation. One of the workshop participants is a JU instructor for prospective student membership from JU for students.</p> <p>Jennifer asked the Board and Administrator to update their Committee members and to complete the Volunteer Opportunities form requesting for more committee members. The deadline for the Volunteer Opportunities form is the end of business on March 14th.</p> <p><u>Membership Update:</u></p> <p>ASTD NEFL has 216 members. There are 18 to 19 pending memberships for payments. Decreased membership resulted from restructuring; economic conditions; and lack of responses from follow-up.</p> <p>Jennifer asked the Board for ideas on increasing membership. Some of the suggestions include invitation letters; corporate rates to entice membership; testimonials (benefits of membership; value of membership—employment opportunities); focus group to generate membership (select certain ASTD NEFL members) with a focus on corporate membership.</p> <p>Jennifer needs more people on the Membership Committee.</p> <p>⚠</p>	<p>Tina, Tom, Jennifer and Lynne to participate in the focus group. This group will solicit ASTD NEFL members who want to be a part of focus group to generate membership.</p>

<p>Casey Gibson, VP Public Relations</p> <p>VP of Communications Recommendation</p>	<p><u>VP of Communications</u> Abolish VP PR and make Mark VP Communications with Casey to be on his Committee</p> <p>The Board decided to change Board meetings to Thursday nights instead of Wednesday.</p> <p>The Communications Committee is working to shorten the email blasts:</p> <p>Disclosures need to be in the Event Announcement. The Communications Committee is working to clean-up the look of the Event email invitations. One of the ideas was to include disclosures only in the Event Announcement page where members register for the event.</p> <p>Lynne suggested that email blasts change the first word to Invitation/Reminder instead of including the full name of the Program.</p>	
<p>Open Discussion</p>	<p>Lynne stated that the Internal Audit must be performed before switching banks. Hopefully, the Internal Audit will take place before the end of March. A committee consisting of Isabel, Rachel, and Darrin Hayes will perform the Internal Audit. ASTD NEFL will use the BofA operating account through March and then switch over to First Citizens Bank in April.</p>	
<p>Respectfully submitted</p> <p><i>Susan Abraham</i></p> <p>March 12, 2014 Susan Abraham Chapter Administrator</p>		