

**ASTD Northeast Florida
Board Meeting Minutes
Date: April 9, 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 Isabel Graf, VP Sponsorship Allison Turner, VP Professional Development Robert Zinsser, Past President Jeff Geloneck, VP Membership Quorum established
Absent	Casey Gibson, VP Public Relations; Debra Riley, VP eSIG, Rachel Stromberg, Director at Large
Begin	6:15 pm
End	7:30 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 March 12, 2014. <u>Corrections to the BOD minutes:</u> MOTION: to approve the March- Board of Directors' minutes dated -03/12/2014 (Isabel). - Mark seconded the motion. - Motion passed (unanimous).	
Mark Greeley, VP Technology Technology Update	Mark informed the Board that the Webinar for Wild Apricot version 5 will be on April 30 th .	
Lynne Orr-Holley, VP Finance Finance Update	<u>Finance Update</u> Lynne finalized the 2014 budget. The first quarter (3 month) Budget vs. Actual account balance comparisons are in HyperOffice.(2014>Finance>Deposits, receipts, documentation>March14>file name: ASTD_NEFL_04-09-2014_Financial Report, March 2014. A file is also located with the Board Meeting Documents (2014>Board Meeting Documents>file name: 04-09-	

	<p>2014 Financial Report, March 2014)..</p> <p>Upon completion of the Internal Audit, ASTD NEFL will migrate from Bank of America to First Citizens (new operating account).</p>	
<p>Jan Spence, VP Programs</p> <p>Programs Update</p>	<p><u>Programs Update :</u></p> <p>Mark Thompson is the April monthly program speaker. The topic is on Instructional design and delivery techniques</p> <p>Jan reminded the Board and administrator to email announcements to her and that the new format for the monthly program will take place during the April monthly program. This new format involves each Board member seated separately at each table as table hosts to make introductions and announcements for upcoming events.</p> <p>Jan also requested donations for door prizes.</p> <p>The May monthly program is on creating effective surveys.</p> <p>The combined eSIG, monthly, and CMSIG program is in June. This combined program consists of the following panelists: Darrin Hayes, Phillip Zoeller, and Jennifer Fowler.</p> <p>The July monthly program will cover: project management.</p> <p>The topics for the August-November monthly programs are open, and Jan needs speakers during those months.</p>	
<p>Allison Turner, VP Professional Development</p> <p>Big Event</p>	<p><u>Big Event:</u></p> <p>The date for the Big Event changed to Tuesday, November 4th</p> <p>The themes are collaboration and dynamic learning. ➡</p> <p>The Big Event will consist of conference-style breakout sessions that cover the topics.</p> <p>The eSIG, CMSIG, and monthly program are scheduled for October. Allison needs a committee of at least five people to help with the planning.</p> <p>The timeframe for the Big Event will be from 8:00 am to 12:30 pm.</p>	<p>Allison will think of -a theme and email the Big Event agenda to Board members.</p> <p>Board members are to bring ideas and speaker suggestions for the Big Event during the next Board meeting (May) .</p>

<p>Allison Turner, VP Professional Development</p> <p>Mentor Program and CPLP Awareness Update</p>	<p><u>Mentor Program</u></p> <p>Allison is collecting applications and will update the website and newsletter.</p> <p>The Program needs 5 to 6 mentors and 2 to 3 protégés. The deadline is the end of May.</p> <p><u>CPLP Awareness Update</u></p> <p>The webinar session had a small turnout. ASTD NEFL has no study group. Allison is scheduling a few more webinars for 2014.</p> <p>Allison will also post a link to the website where people interested in obtaining a CPLP will access a PowerPoint presentation.</p>	
<p>Isabel Graf, VP Sponsorship</p> <p>Sponsorship Discussion</p>	<p><u>Sponsorship Update (Handout 1)</u></p> <p>Isabel contacted last year's sponsors to give them a save-the-date for the Big Event</p> <p>Isabel wants to print cards to give to prospective sponsors on the different sponsorship levels.</p> <p>Sponsorship levels (Handout 1) The problem with the sponsorships is that they come with too many free registrations for the Big Event.</p> <p>Increased the amount of sponsorship contribution for each level by \$50.</p> <p>Motion: to revise the Big Event sponsorship levels to reflect the changes in the Handout (Isabel); Allison seconded the motion. Motion passes unanimously.</p>	
<p>Isabel Graf, VP Sponsorship</p> <p>Communications Update</p>	<p><u>Communications Update (Handout 2):</u></p> <p>The Communications Committee changed the format of the event description to establish consistency and be concise for members registering for an event.</p>	
<p>Jennifer Jamison, VP Member Involvement</p> <p>Membership and Member Involvement Update</p>	<p><u>Membership Update</u></p> <p>There are approximately 216 members with several corporate memberships pending.</p> <p>The Board also made the following suggestions on increasing membership: remote members—provide access/virtual sessions; discounts on two year chapter memberships; varying times for monthly programs;</p>	<p>The focus group will meet again to discuss -ideas on -generating membership.</p> <p>.</p>

	<p>social/networking. A focus group will brainstorm more ideas and decide on the top two or three best ideas to increase ASTD NEFL membership.</p> <p>Mark Greeley updated the membership page for the correct pricing.</p> <p><u>Member Involvement Update</u> Jennifer asked the Board and administrator to look at the website for updates on Volunteer Opportunities. The deadline is Monday, 4/14/14.</p>	
Open Discussion	<p>Going forward, Board meetings are on Thursday evenings. The Advance meeting dates are TBD.</p> <p>Since the Big Event is in November, the eSIG, monthly, and CMSIG will be in October. There won't be an eSIG, monthly or CMSIG in December.</p>	
<p>Respectfully submitted</p> <p><i>Susan Abraham</i></p> <p>April 9, 2014 Susan Abraham Chapter Administrator</p>		