

ASTD Northeast Florida
May 11, 2011 Board Meeting Minutes
Location: University of Phoenix



In attendance	Sue Raffensperger, President Ida Gropper, President-elect- (<i>Attended by phone</i>) Derree Braswell, Past President – (<i>Attended by phone</i>) Tina Echeverry, VP Professional Development Karen Sistare, VP Programs Lynne Orr-Holley, VP eSIG Marilyn Feldstein, VP CMSIG Linda Hasselbach, VP of Finance Robert Zinsser, VP Public Relations Jennifer Jamison, VP Membership Linda Davis O’Connell, VP Sponsorships Christy Sharpe, VP Info Tech Laura Steigelman, VP Member Involvement Rachel Stromberg, Director Mark Greeley, Webmaster Donna Spera, Recorder of Minutes
Absent	Paul Stromberg, Administrator
Begin	6:15 pm
End	7:54 pm

AGENDA ITEM	DETAILS	FOLLOW-UP
Call to Order · Sue Raffensperger, President	<ul style="list-style-type: none"> – Sue Raffensperger opened the meeting. – Approval of minutes was postponed until quorum for the meeting was reached – Mark Greeley, our new Webmaster, was introduced to the board and all board members introduced themselves to Mark 	
April Minutes · Sue Raffensperger, President	<ul style="list-style-type: none"> – Some minor changes were made to the April Minutes – After discussion, Laura Steigelman moved to approve the minutes and addendums for April – Tina Echeverry seconded the motion – No discussion was needed – Minutes and addendums were approved 	
Fall Advance Meeting · Sue Raffensperger, President	<ul style="list-style-type: none"> – Purpose of Fall Advance Meeting is to prepare for 2012 board year – When: Saturday, 10/29/2011 – Time: 8:30 AM – 4:00 PM * <li style="padding-left: 40px;">* 8:30 – 9:30 AM: Monthly board meeting 	

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<p>Sponsorships</p> <ul style="list-style-type: none"> · Linda Davis O'Connell, VP of Sponsorships 	<ul style="list-style-type: none"> – The need to nail down sponsors for October's Big Event was discussed – Thus far, efforts have focused on approaching sponsors from last year's Big Event to determine their interest in sponsoring this year's Big Event – We have a sponsorship commitment from UNF – University of Phoenix has been approached regarding their sponsorship – Marilyn Feldstein suggested that chapter members be given a form at the next meeting requesting them to list at least two vendors with whom they do business, then the sponsorship committee will contact the vendors to discuss sponsorship opportunities 	<ul style="list-style-type: none"> – Tina Echeverry will provide Linda O'Connell with a copy of sponsorship commitment from UNF – Sponsorship committee will create form to be distributed at chapter, eSIG, and CMSIG programs – Once form is developed, sponsorship committee will follow up with all vendor names provided
<p>The Big Event Update</p> <ul style="list-style-type: none"> · Tina Echeverry, VP of Professional Development 	<ul style="list-style-type: none"> – Established Sponsorship Committee/ Partnering with VP of Sponsorship: <ul style="list-style-type: none"> · Sponsorship chair: Jennifer Connell · Committee member: Stacy McCullough – Big Event Sponsorship Committee currently working on adding event sponsors to the database. – Current sponsors: Webster University (Gold Sponsor), Cana Massage (Bronze Sponsor), University of North Florida (Platinum Sponsor) – "Hold The Date" postcards were mailed at the end of April – Promotional flyers will be distributed at all chapter meetings – Press release is being developed for distribution in June – Big Event has been placed on WJCT and NPR Community Calendars – Request for recertification credit approval will be submitted to HRCI (for PHR/SPHR certification) and ASTD for CPLP – Email blast will be sent to current members regarding sponsorships/door prizes – All items – including door prizes – can be sent or dropped off at Webster University – Early Registration for Big Event: 7/13 through 9/13/2011 	<ul style="list-style-type: none"> – Big Event Committee will: <ul style="list-style-type: none"> · request approval from HRCI for PHR/SPHR recertification credits · request approval from ASTD for CPLP recertification credits · Prepare sponsorship/door prize email blast for distribution to chapter members – Public Relations will work with Big Event Committee to prepare press release to be distributed in June
<p>CPLP Update</p> <ul style="list-style-type: none"> · Tina Echeverry, VP of Professional Development 	<ul style="list-style-type: none"> – Last awareness session was held 4/20/2011 at University of Phoenix: <ul style="list-style-type: none"> · Three people attended and are interested in pursuing CPLP · Next session: 08/17/2011, 7:45 – 9:15 AM · Last session for 2011 is scheduled for 10/26/11 at University of Phoenix from 6:00 – 7:30 PM – Darrin Hayes is the new CPLP Chair and has taken over all CPLP responsibilities 	

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Nonmember Event Fee Changes · Karen Sistare, VP of Programs · Lynn Orr-Holley, VP of eSIG	<ul style="list-style-type: none"> – As a follow-up to April’s discussion and research Karen Sistare and Programs Committee recommended NOT increasing the chapter program fee for non-members. – Proposal was made to apply the additional \$10 paid by non-members for monthly chapter events to the membership fee if a non-member chooses to become a chapter member within 30 days of attending the chapter program for which they paid an additional \$10 registration fee. <ul style="list-style-type: none"> · Motion made by Karen Sistare · Motion seconded by Bob Zinsser · Discussion: pilot program for six months and monitor results · Proposal was unanimously passed by board members 	
G5 Leadership · Karen Sistare, VP of Programs	<ul style="list-style-type: none"> – G5 Leadership offers live, online delivery of leadership speakers via WebEx – The chapter has been offered free membership for all our chapter members – After discussion, the board decided that we don’t know about the organization – Discussion also revealed that considering involvement with the G5 offer would blur the lines of appropriateness for the chapter and may very well compromise the chapter’s mission and vision 	
Programs · Karen Sistare, VP of Programs	<ul style="list-style-type: none"> – May program will be <i>“Building Connections through Social Networking”</i> presented by Matt Kruse – Attendance at monthly programs is down and has been decreasing since February; Karen encouraged all board members to attend the May program – Plans for other 2011 chapter programs were discussed, including hosting Dick Henshaw who will present a program on Instructional Design and ROI 	Karen Sistare will put program details on the website for June and July chapter programs as soon as plans have been solidified
eSIG · Lynne Orr-Holley, VP of eSIG	<ul style="list-style-type: none"> – The plan to have Tom Kuhlmann from Articulate will not be scheduled in 2011; however, it is possible it can be scheduled early in 2012 to coincide with the 10th anniversary of eSIG 	
Membership · Jennifer Jamison, VP of Membership	<ul style="list-style-type: none"> – Compliance with CORE requirement is currently at 35% – Gold members have been added to the site – Membership was recognized for 5 new members joining the chapter over the past 30 days 	Jennifer Jamison will begin promoting the benefits of Corporate membership at the start of monthly chapter programs
Information Technology · Christy Sharpe, VP of Information	<ul style="list-style-type: none"> – Welcomed Mark Greeley as new Webmaster – Website is up to date – Member usage of the website is declining; however, there was a spike in website hits at the 	Bob Zinsser will research getting a YouTube account so the chapter can have a YouTube video to promoting the

Technology	beginning of May due to several promotional email blasts being sent in close succession <ul style="list-style-type: none"> – Usage of the website is the same as reported in April – It was suggested to place testimonials on the website – Ida Gropper suggested researching a YouTube account/video to promote the Chapter 	chapter
Member Involvement <ul style="list-style-type: none"> · Laura Steigelman, VP of Member Involvement 	<ul style="list-style-type: none"> – ICE Networking Social 2011 will take place on 05/16/2011 from 5:30 – 7:00 PM at Sneakers near 9A and Baymeadows – Volunteer Appreciation event: <ul style="list-style-type: none"> · Will be the June chapter program and feature Mad Cowford Improv Troupe · Program will be an evening program held at the Holiday Inn near 9A and Baymeadows 	
Financial Report <ul style="list-style-type: none"> · Linda Hasselbach, VP of Finance 	<ul style="list-style-type: none"> – Budgeted Income for the year: \$47,750 – YTD Expenses: \$22,428.89 – YTD Net Income: \$1,315.66 – Financial Report was approved by the board as presented 	
Open Discussion	<ul style="list-style-type: none"> – Marilyn Feldstein – CMSIG update <ul style="list-style-type: none"> · April Resume meeting had 17 members in attendance · May CMSIG will be on 05/26/2011 from 6:00-7:30 PM at University of Phoenix and feature five experts who will critique attendees' resumes · June CMSIG will be on 06/23/2011 from 6:00-7:30 PM at University of Phoenix and feature a speaker from Incepture · July CMSIG will be on 07/28/2011 from 6:00-7:30 PM at University of Phoenix and feature Employee Engagement as the topic – Sue Raffensperger talked to Scott Moore from Winn Dixie, who talked about the new transformational store that is being created on Hwy 210 and how he would like to host a board meeting at the new facility – Derree Braswell requested that board members review their job descriptions and send updates to her as soon as possible because they are needed as we prepare for the board nominations process for 2012 	

Respectfully submitted,
Donna M. Spera, PHR
Administrative Committee
May 13th, 2011