

In Attendance	Tom Speer, Past President Casey Gibson, President Heather Horner, President-Elect Angela Castiel, VP of Member Relations Linda Campbell, VP Marketing and Communications (late) Quorum not established
Absent	Isabel Graf, VP Finance, Jennifer Jamison, VP Professional Development, Tina Echeverry, VP Programming
Begin	12:06 pm
End	1:03 pm

Agenda Item	Details	Follow-up
Casey Gibson, President (Welcome and Minutes)	--Casey called the meeting to order. --No quorum established to approve the June Board Advance meeting minutes.	.
Heather Horner, President Elect	<u>CARE Dashboard Update:</u> There are three foundational requirements to meet the joint membership activities: Communication about the Power Membership on a Quarterly basis (highlight Power membership on regular basis). Sending a quarterly email to prospective members that will promote Power Membership. There are three additional activities to meet CARE requirements: <ol style="list-style-type: none"> 1. Requesting joint memberships quarterly. 2. Power membership advertising on social media. 3. Power membership at the beginning of a chapter event (announcements). Heather also wants to confirm a group or corporate Power membership option/offering	Casey will assist Linda in her role as VP Marketing and Communications regarding the Power membership communication requirement. Casey will work with Debra Riley (webmaster) to create a link that directs prospective members to information on the benefits of Power Membership. Casey will work on a Communication calendar. Casey will work on the social media posts about the Power membership. Angela Castiel will work with Debra Riley about posting the corporate Power membership option on the atdnefl website.
Angela Castiel, VP Membership	<u>Membership Update:</u> ATD NEFL has 149 chapter members. Nobody is helping Angela with the calling on the National members in Northeast Florida. Casey suggested a personal card-writing campaign to invite the ATD National members to join the local chapter. New Member Orientation is today with the new format.	

	Marla Williams will be facilitating the meeting.	
All Board Members	<p><u>Updates on Annual Event Sponsorship:</u> : Right Management agreed to be a sponsor for the ATD NEFL Annual conference.</p> <p>Heather has not been able to get a response for her sponsorship assignments. There are also ATD materials as giveaways for the Annual Event. The Chapter Relations Manager (CRM) can visit the chapter event (or Annual Event) and provide ATD giveaways. Heather reserved the CRM visit for next Fall.</p> <p>Gabe from ICATT didn't commit to sponsorship; EverBank didn't commit to sponsorship.</p> <p>Artisan eLearning referred Casey to Desiree Pinder about sponsorship.</p> <p>Casey will donate an ATD bag as a door prize.</p> <p>Tom couldn't get any sponsorship from Enterprise but will try to pursue sponsorship from OCCM.</p> <p>The deadline for the Annual Event speakers will be extended.</p>	
Casey Gibson, President and Heather Horner, President Elect	<p><u>Succession Planning:</u> Casey reminded the Board members to have their job descriptions completed by Friday, July 22nd.</p> <p>For the review and approval process of the job descriptions for Board members, Board members will exchange the written Board descriptions (peer review) and approve at the next Board meeting (August).</p> <p>A problem exists of there is going to be a brand new Board. There are no replacements/successors.</p>	<p>Board members will approve the written Board positions by the August Board meeting.</p> <p>Linda Campbell will reach out to Cynthia Farmer about co-VP position for the Marketing and Communication Board position and report the outcome at the August Board meeting.</p>
All Board Members	<p><u>Announcements and Open Discussion:</u></p> <p>One person showed up for the CPLP Awareness session, and four were registered.</p> <p>The Mentor Program has four sets of mentors and protégés and was launched at Webster University.</p> <p>The August 4th is the combined SHRM/ATD NEFL event at Nova Southeastern University.</p>	
<p>Respectfully submitted <i>Susan Abraham</i> Susan Abraham Chapter Administrator July 20, 2016</p>		

