

ATD Sacramento Board Meeting Minutes – Feb 22, 2022

Meeting Details Date: Tuesday, February 22, 2022
Time: 5:30 PM – 7:00 PM
Location: Online
(<https://us02web.zoom.us/j/81233132098?pwd=RWtxNkRjYnUyZkV2Q1duUitTeFRVZz09>)
Facilitator: Matt Clark

Attendees The following individuals are in attendance:

Name (Role)	Attended?
Matt Clark (President)	Present
Erin Castleberry (Virtual Assistant)	Present
Alice Sandridge (Membership)	Absent
Jen Anderson (Finance)	Present
Lucia Stewart	Present
Nunu Phengphanh	Present
TS Hamilton (Past President)	Present

Agenda Items The table below identifies the various agenda items, approximate start times, and allotted time:

Item
Welcome/Call to Order
VOTE #1: January Meeting Minutes
Review of Action Items
Katrina Kennedy
CPS HR Strategic Partnership
Monthly Financial Report & Sponsorships
Monthly Membership Report
Monthly Programs Report
Design Templating & Q1 Newsletter
File Storage Platform (Trello, Google)
Member Survey
Roundtable Discussion
Create Action Items
Adjourn

Welcome/Call to Order – 5:33 PM

ATD Sacramento Board Meeting Minutes

Vote #1: Review and approval of the November 2021 meeting minutes
November 2021
Minutes

Motion: Jen Anderson
Second: Matt Clark

Ayes	Nays
2	0

Review of Action Items (Matt)

Item	Who?	What?	Status
1	Matt	Reach out to Erin re: SMUD renewal	Complete
2	Matt	Follow up with Erin on deposit	Complete
3	Jen	See if ALC tech info sent and send out if needed	Complete
4	Matt	Send out member survey to Board for review	In progress
5	Matt	Schedule one on ones with Board members	Complete
6	Jen	Follow up with Erin on Wild Apricot access	Complete
7	Alice	Follow up with ATD National	Complete
8	Matt	Discuss program position with Nunu	Complete

Katrina Kennedy Update (Matt)

- MOU with Katrina has been signed and she is booked for 6 events this year
- Please do not schedule other events within 1 week of Katrina events
- 6 events are broken into 2 series; would like marketing to be for the entire series instead of for each class; Katrina will submit marketing materials
- Event save the dates have been posted on the website; will open registration when first promo goes out
- Budget reflects 4 Katrina events so hopefully adding 2 will help us get into a profitable position

CPR HR Strategic Partnership (TS)

- TS has been in contact with Melissa Asher re: a strategic partnership with CPR HR
- Working on a draft MOU that includes potential for event space
- TS will circulate draft to the Board

Discussion: Monthly Financial Report (Jen)

- Reviewed financial report
- Tracking in the black so far
- Reviewed draft sponsorship tiers; compiled based on ideas from other chapters and from last year's Summit
- 2 types of sponsorships proposed – annual sponsorship (general) and event sponsorship (event specific)
- Board to review proposed levels and send feedback to Jen; will revisit next month

Discussion: Monthly Programs Report (Nunu)

- Nunu has been nominated to assume programs role
- Reviewed past topics and generated list of potential topics
- March 24 event confirmed; Erin to add to website; Lucia to send marketing info
- Upcoming topics: emotional intelligence in coaching, goal setting/accountability as a learning strategy for performance evaluations
- Emailing national speakers list from ATD
- Member survey will inform future topics

Discussion: Monthly Membership Report (Matt)

- 147 members, 125 active members, 9 overdue renewals, 7 new members, 3 veterans, 6 students
- No PM report from Lauren at National yet for Oct or Nov; Matt to reach out to National
- Erin to follow-up on SMUD renewal

Discussion: Monthly Programs Report (Matt)

- Reviewed membership report
- No new update on PM ratio from national

File Storage (Matt)

- TS transferring info from Trello into Google drive; all historical data has been moved
- Matt will share access credentials to Google drive so Board can add items
- Jen can move all financial Dropbox info over to Google drive

Design Templating & Q1 Newsletter (Lucia)

- Discussion on general look of emails/website
- Q1 newsletter in process; draft planned for next meeting; Matt will send president's message by 1st week of March and video by end of March
- Social media presence has been engaged
- Need to include Katrina marketing in Q1 newsletter

Member Survey (Matt)

- Erin to find old survey and send to Matt
- Board to send questions to Matt by March 1
- Goal is to get survey out in early March

Roundtable Discussion (Board)

- Jen to work on removing Sarah/TS from Hartford insurance
- Contact list clean-up – Erin to purge those with no contact prior to 2019; check on pricing for more contacts

Adjournment – 6:56 PM

Action Items

The following items have been established as action items for follow up:

Who?	What?	By When?
TS	Draft CPS HR MOU and send to Board	3/29
Board	Review draft sponsorship levels and send feedback to Jen	3/23
Erin	Add 3/24 event to website and send promo	2/24
Matt	Share access to Google drive with Board	3/1
Jen	Move financials into Google drive	3/29
Matt	Send president's message to Lucia	3/4
Matt	Send video to Lucia	3/29
Lucia	Draft Q1 newsletter	3/29
Erin	Send old member survey to Matt	3/1
Board	Send questions for member survey to Matt	3/1
Matt	Send member survey to Erin to send out	3/15
Jen	Remove Sarah/TS from insurance	3/29
Erin	Contact list purge and research on increasing contact capacity	3/29