

# ATD Sacramento Board Meeting Minutes – August 29, 2023

---

**Meeting Details**    Date: Tuesday, August 29, 2023  
Time: 5:30 PM – 7:00 PM  
Location: Online  
(<https://us02web.zoom.us/j/81233132098?pwd=RWtxNkYnUyZkV2Q1duUitFRVZz09>)  
Facilitator: Matt Clark

---

**Attendees**        The following individuals are in attendance:

Name (Role)	Attended?
Matt Clark (President)	Present
Jen Anderson (Membership)	
TS Hamilton (Finance)	Present
Suzanne Bardasz (Programs)	Present
Juliet Swinger (Special Events)	Present
Alice Sandridge (Strategic Partnerships)	Present
Erin Castleberry (Virtual Admin)	

---

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

Item
Welcome/Call to Order
VOTE #1: July 2023 Meeting Minutes
Review of Action Items
Future Projects
Learning Conference Budget
Monthly Financial Report
Monthly Membership Report
ATD Learning Conference Updates
Monthly Programs Report
Roundtable Discussion
Create Action Items
Adjourn

**Welcome/Call to Order – 5:33 PM**

# ATD Sacramento Board Meeting Minutes

---

**Vote #1: July 2023 Minutes**      Review and approval of the July 2023 meeting minutes

Motion: Alice Sandridge  
 Second: Suzanne Bardasz  
 Motion Passed

Ayes	Nays
4	0

---

## Review of Action Items (Matt)

Item	Who?	What?	Status
1	Juliet	Work with Erin on conference graphics	Complete
2	Juliet	Connect with TS on conference budget	Complete
3	Matt	Renew WA subscription	Complete
4	Suzanne	Send updated Sept/Oct event info to Erin & Matt	Complete
5	Matt	Prep graphics for Sept/Oct events	Complete
6	Matt	Sending Katrina MOU to Erin	Complete
7	Erin	Post Katrina events and schedule promos	Complete
8	Matt	Schedule mtg with CPS HR and Juliet re: conference sponsorship	Complete

## Future Projects (Matt)

- Jen had a few great items to discuss
- Going to intro them but wait for Jen to come back next month
  - Transition Teachers to L&D careers (Alice likes, wouldn't mind assisting)
  - Social media engagement (i.e. "The Harlem Shake")
  - Allow members to see benefits in different ways (Videos, etc.)
- Any other ideas?
- Juliet echoes the Teacher idea. SMUD is seeing a lot of teacher recruits. Also, more social media presence. TS wants to have Board members write a monthly article about what they do.

## Learning Conference Budget (Juliet/TS)

- Matt opened the conversation
- Juliet gave a rundown of the budget items
- Matt thinks we need to market ASAP
- Juliet believes she can start marketing September 11; Anxious about registration
- Matt wants to adjust the non-member price to \$125
- We did not get the SMUD Community sponsorship; Matt hopes we can still get sponsors
- Matt would like to showcase CPS-HR as a sponsor because the venue

- Juliet toured the space; Was really impressed with CPS-HR
- TS asked about the Speaker fee; Is it the max?
- Juliet answered that her speaker (Bob Nelson?) actually wants more; Speaker wants to be a part of the event and can even try and find a sponsorship
- Matt willing to talk with Speaker
- Vote on Learning Conference Budget

Motion: Suzanne Bardasz  
 Second: Alice Sandridge  
 Motion Passed

Ayes	Nays
4	0

**Monthly Financial Report (TS)**

- Still experiencing a downward trend
- Biggest month for incoming dues
- Largest credit card payment to-date
- \$13K and some change

**Monthly Membership Report (Matt)**

- 6 new current members
- Dropped 4 active members
- 1 more overdue renewal
- 10 new members
- Power Member ratio: 48%
- Veterans 6
- Students 4

**ATD Learning Conference Update (Jen)**

- Flyer is ready for active content
- Developed sponsorship tiers
- Budget, Venue, Registration, Marketing
- Matt recommended “pounding the pavements” but Juliet should find volunteers
- TS recommend marketing at monthly programming and even giving away a conference registration
- Juliet disappointed in the Call for Speakers
- Keynote: Dr. Bob Nelson, and Olympian Johnny Quinn (did not hear back), and Michael Brown is another speaker from out of town (pricey travel)
- Session speakers: David Stoffel (hybrid learning, micro-learning videos), Gavan Ambrosini from ICF (panel of ICF coaches), Jake Prince from Elevis.co (had a lot of questions, strong interest), Katrina Kennedy (icebreaker?, closer?), Paul Briley?, Tina Shaw?,
- Conference itinerary
- Meeting with Bob Nelson ASAP

### Monthly Programs Report (Suzanne)

- Next event in September; In-person; Five sign-ups so far
- October event had to be changed; Total Rewards; Speaker fees; Speaker was not cooperative; Was able to find another; “Importance of Listening”; speaker is out of state; Total Rewards still wants to co-sponsor; Total Rewards wanted the price to be \$25 to \$35 for virtual (that’s our in-person); Matt thinks we need to stick with our prices;
- November event; Coaching; Met with ICF-Sacramento; They are not interested in co-sponsor; Speaker has to be a certified ICF Coach; Willing to promote and send people

### Roundtable

- Last year, Katrina told us to reach out to her in September or October; It’s almost September!
- Katrina has 6 enrolled right now; Don’t forget about the minimum

### Adjournment – 6:35 PM

### Action Items

Item	Who?	What?	By When?
1	Suzanne	Susanne send Matt November marketing materials	ASAP