

BOARD MEETING MINUTES

January, 2024 • 5:00 – 6:30 PM

In Attendance (Virtual Meeting)	Absent
D.J. Netz Ann Baus Amy Reid Sam Schultz Steve Brooks	Kristelle Bernabe Amanda McGovern
	Guests

ROLL CALL

Sufficient members were present, and quorum established.

APPROVAL OF AGENDA

A motion was made by Sam to approve the agenda. Amy seconded. Motion approved.

Approval of Minutes

A motion was made by Amy to approve the minutes from the April board meeting. Sam seconded. Motion approved.

Approval of Financial Report

Review delayed for Ann and Linda to review numbers.

Business Manager Update

- Currently finalizing the CARE report (had some challenges with the new ATD national format).
 - Note: An opportunity for our chapter to solidify our CARE Plus requirements would be to collaborate with another chapter or organization on an event.
- Upcoming:
 - Testing our email systems: We might receive some tests.
 - Waiting for Annual Report and operating plan to send to national.
 - Looking forward to working with our new Marketing Director!
 - We should leverage the offer from ATD national for free training.

DIRECTOR UPDATES

- Membership:
 - Amy’s SOS submission was approved! (It’s for the Learning Over Lunch offering.)
 - We have several new members and will deliver the orientation in February.
- Events:
 - Preparing for our “mini summit” in Q1.
 - Our next Sip networking event is Feb 26. Sam will be out of town, but Amy will help represent.
- Finance:

- Our Community in Practice event was a success with about 12 attendees.
- President:
 - Investigating the possibility of another State of Industry in March.

NEW BUSINESS

- Budget approval (15 min)
 - The conference budget does not reflect how we will share revenue/expenses with ODN.
 - Amy motioned for approval of the draft budget. Sam seconded. Motion carried.
- New Board appointments (15 min)
 - Julie LaRoch, Director of Research:

Scopes of Work

	First 3 months	Summer	Fall	Longer Term
	Re-establish survey cadence for regular chapter events Support FOT with survey administration	Prepare Annual Membership Survey Prepare Conference Survey YTD Report on Regular Events	Report on Annual Membership Survey Report on Conference Survey YTD Report on Regular Events	Chapter Dashboard
Ongoing	Membership Analytics Research Benchmarking other chapters			

- Amy motioned that we appoint Julie as Director of Research. Sam seconded. Motion carried.
 - Katie Price:
 - Will support us with event promotions. Similar to Julie, the scope will gradually widen for the next several month.
 - Sam motioned that we appoint Katie as Director of Marketing. Amy seconded. Motion carried.
 - Discussed onboarding steps with Ann.
- Review guidelines for advertisements (5 min)
 - D.J. advised the need to follow our style guidelines. See Cascadia Board Drive on Google: https://drive.google.com/file/d/1gYYjdpHFqXDiHY7gnoMy7Hvy98Q0N7iy/view?usp=drive_link.
 - Using Canva helps. Ann already has our brand colors loaded in the Canva template.
- News about sponsorships (10 min)
 - ELB (eLearning Brothers):
 - Eager to help with conference.
 - Also interested in helping with other events (like going to a sports event).
 - D.J. to work on a prospectus outlining sponsorship options.
 - OSU: (Andy Ingram)
 - While PSU's program has shrunk, the OSU program has grown.
 - Interested in conference sponsorship.
 - Fierce Conversations (Austin) also continuing to show interest.

- Conference updates (10 min)
 - Date = Thurs Oct 3rd
 - Next steps: Planning meeting that's open to 3-5 volunteers. Amy to draft invitation email.

ADJOURNMENT:

A motion was made by Amy to adjourn. Sam seconded. Motion carried.

Respectfully Submitted,

-Steven Brooks

Director of Operations/Finance