

ASTD NRC

August 24 2009 Board Meeting Minutes

Present: Kevin Shrum, Bob McDonnell, Pam Smith, Sue Fody, Doreen Kemp, Dave Vance

Meeting called to order at 6.10 pm in the Poudre Canyon Room at MCR.

Minutes of June 29th meeting approved without correction.

Treasurer's Report:

Dan had updated the dashboard reflecting our position prior to the program on the 25th. Our cash balance has declined to \$39,860, better than plan. Discussed cash needs for next 7 months.

Program Report: Updated for Aug 25th program

Our August program at the Harmony Grill had 30 paid attendees. Ava Diamond was very well received and Kara collected the evals. One new member joined and three-four new members attended.

Dave will meet with Stephanie Crecca, recommended by Kevin, on Sep 14th who may be interested in the VP Program position. If she is not, then assignments will be made at the Sep meeting for lining up programs for Feb- April of next year.

Joint Sep program with NCCA is set for the 15th at Harmony Grill. Only two registered so far.

Board discussed publicity for Sep and Oct programs. Agreed to spend up to several hundred dollars promoting the Oct workshop. Pam will pursue mailing a postcard to those on our list and will report back by email in the next week or so. (Sue has a low cost provider) Bob will send out press releases for the Sep program. Dave will highlight option to come early and eat for the Sep program in the end of month reminder.

Dave will work with Jep Enck on the topic for Jan.

Membership Report:

Dave reported that we had 2 new members in July and several in August. However, he is concerned about our low retention rate which he estimated is below 50% and may only be 30-40%.

Membership continues to decline. Part is expected and planned as Denver area members lapse or transfer. We are getting more new members than we planned but we are losing far more existing members than planned at renewal time. In total membership at the end of July is at 70, down from 92 at Dec 31. Denver area members have dropped from 32 to 16 (expected), but local has dropped from 60 to

54 (we had forecast an increase). Goal at end of year is 76 with 63 local members which is looking increasingly unlikely. We need to increase the renewal rate. Bob continues to contact lapsing members but usually gets no response. Kim's work on articulating the benefits of membership is crucial.

Pam made some excellent suggestions to provide value for members including archiving speaker presentations on the members only portion of the website. She also recommended setting up a facebook for NRC (and volunteered!) and mentioning new members in our monthly newsletter. Board agreed to pursue both. Dave will include names in the newsletter.

Dave confirmed that Wild Apricot will support a members only directory and recommended we contract with one of their preferred providers to develop one as soon as Kim has time to provide leadership to it. Board approved proceeding in this direction.

Marketing and Outreach:

Bob continues to send out publicity to all our contacts and to send Loveland chamber news to TME for the newsletter.

Bob will put out a press release on our membership award.

Board agreed to participate in Cheyenne business expo program on Nov 10. Veronica will try to find volunteers for the booth but cannot staff it herself since she has a booth for LCCC. **We need a board member to attend (time probably 4.30- 7)**

Dave shared one of the two marketing signs we currently use for such events. The board agreed it was very professional and looked great but that the verbage needs to be updated. The company that produced these for us has asked recently contacted us, and Dave will get a quote for redoing both of them. Once revised to reflect the benefits of membership, we can display the smaller one at every program meeting.

Communications:

For Sep newsletter Dave will ask Kim to write an article on the value of local membership. Our chapter advisor, Lisa Marie Gardner wrote the Aug article on the value of national membership. **Veronica, can you write one for Oct on the Cheyenne GIG?**

The Meeting Edge:

Our new web site is live!!!! It went live in early August but we have not officially announced it yet. The announcement was made at the Aug program meeting and will appear in the Sep newsletter. The Board reviewed the site and liked its appearance and functionality. Next step is to add board member bios and pictures. So, **please send a bio and picture to Dave.**

Dashboard Update:

The dashboard has been updated for July. We are set to exceed our 2009 goal for number of programs and number of attendees.

Other Matters:

ALC (ASTD National Annual Leadership Conference for chapter leaders) in Washington DC Oct 30-31.

Sue is going, Dave cannot. **Board encourages Kim and Pam to attend.** Board pays registration fee, air and hotel (leaves just a few meals on your own).

ASTD National notification of local expiration is supposed to occur at 90 and 60 days by mail and 30 days by email. If you experience something different, let Dave know.

Dave cannot make the scheduled Sep 21 board meeting. Could we move it to Tuesday night the 22nd? **Please let Dave know if you can make it on the 22nd.** If that will not work, Sue will chair on the 21st.

Next board meeting September 21 or 22.

Meeting adjourned at 7.30 pm.

Submitted 8/26/09 by dlw