

# ASTD NRC

## February 22, 2010 Board Meeting Minutes

Location: MCR Poudre Canyon Room

Present: Patsi Maroney, Bob McDonnell, Doreen Kemp, Dave Vance, Sue Fody

Meeting called to order at 6.03

Minutes of January meeting approved without correction.

### **Treasurer's Report:**

Dan had updated the dashboard reflecting our position through the end of the year. Revised loss for 2009 was \$8903 (revised down just slightly), up from a loss of \$5956 in 2008 but below the planned loss of \$12,407. For January we had a loss of \$603 but more than broke even on the program. Cash balance stands at \$33,672.

### **Program Report**

We had 11 participants for the Feb 18<sup>th</sup> networking breakfast at the Egg&I. Sue kicked it off with a fun icebreaker. Everyone enjoyed it. Board believes we should continue these breakfast networking meetings every other month in addition to regular lunch programs. We will plan one for early April (like April 1) and one for July (when there is not a program) and see how they go.

March and April programs are lined up, including Kirkpatrick program for Apr 21 which is cosponsored with RMC. Patsi confirmed that we could secure educational credit for it as well as getting us set up for credit on other programs. Cost is \$45 per program. Board approved it and Patsi will pursue. Board discussed a mailer and other publicity for the 21<sup>st</sup>. Doreen will see if some interns can help with both the mflyer and the membership brochure. NCHRA is considering advertising it for us.

Stephanie is pursuing Christie Ward as our speaker for May on presentation skills. (Sue knows her)

Dave asked NCHRA and NCCA to cosponsor Networking Event at Biaggis in June. NCHRA is considering it, will let us know end of month. NCCA is defunct. CCDA is interested. Decision mad to host it at Biaggis if NCHRA will cosponsor. If not, we may need to find a smaller venue with a lower minimum. Dave to explore once we hear from NCHRA. Board agreed to \$15/25 pricing so we can break even.

Sue suggested Gina Schrek for August in place of herself. If we can get Gina, who Sue says would be a very good speaker, Sue could do her program later in the year on converting ILT to WBT.

***Stephanie, do you remember what happened when we pursued Gina earlier? Sue has good contact info for her***

Kevin to work with Stephanie on Sep program, and Kevin and Sue to work with Stephanie on Oct program.

Nothing lined up for Cheyenne yet. Dave will call Celeste Dilorio and see if she can help.

#### **Membership Report:**

Dave reported that membership declined from 69 in Jan to 65 in Feb. However, many members from Center Partners have lapsed in the last two months and they are expected to renew. Denver area members are down to 2. 36 of the 65 members are joint with national, on plan.

Kim said she needed some help on the member brochure. Doreen will see if some interns can help.

#### **Marketing and Outreach:**

Bob will try to reach out to NoCoNet to see if we can publicize through them. He shared how successful Loveland is with their facebook.

***Planning for B2B events: We need someone to lead each one: register us for it, coordinate volunteers, etc.***

***First is Fort Collins April 14<sup>th</sup> in the afternoon. Who can lead? Dave and Sue are not available. Bob can help. Dan, Michael, Kevin?***

***We do not know when the Cheyenne events are.***

ASTD has approached the chapters with an offer to provide one or two free tickets to certification programs like Telling Ain't Training IF the chapter will publicize it at least twice. Board thought this was a good idea and wondered if inclusion in Newsletter would count as one. Board did not think our members would object to the additional email announcing the programs. Dave will pursue.

The board will consider private companies offers to travel here and speak for free although there is some concern about their hard selling their service to the audience. Will consider on individual basis. (if Dave does not throw them all away first!)

#### **The Meeting Edge:**

Dave reported Carol has replace Catharine as one of our primary contacts.

We will ask TME to put a renewal button on the site. Also, ask them to begin sending renewal notices in March for members who will expire at end of month.

Dave will send an email to those who have lapsed in Jan and Feb.

#### **Dashboard Update:**

The dashboard has been updated through mid Feb.

**Other Matters:**

Newsletter Planning:

Dave did 2010 Goals for Feb newsletter

March: Dave will do a Kirkpatrick focus for March. Sue will contribute a paragraph on virtual TechKnowledge Conference.

April: Bob will write a piece on social networking and on our facebook presence.

May: *Ideas?*

June: Patsi and Dave will share impressions from ICE (late May)

July: Dave will write mid-year report to members

Telephonic board meetings: Group felt that it worked well. Still do not know the cost.

From January Board: We could use it at least once per quarter. We will ask members if they can attend in person or by phone (perhaps using doodle.com) and make a decision each month based on responses. In-person meetings will still be held at least quarterly.

July Retreat: (Board had recommended in Dec holding a July retreat) We can get together at Dave's house at 4 pm. Will invite our chapter advisor.

MCR has agreed to let us meet here for this year.

Meeting adjourned at 7.20 pm.

Submitted 2/23/10 by dlw