

ASTD NRC

February 23 2009 Board Meeting Minutes

Present: Brian Young, Dan Chenoweth, Sue Fody, Doreen Kemp, Patsi Maroney, Dave Vance

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

Minutes of Jan 26 regular meeting approved without correction.

Treasurer's Report:

Dan reported February (thus far) income was \$480, expenses were \$841, and net income was (\$361) resulting in an ending cash balance of \$43,107. January's preliminary results were updated to actuals. Importantly, we broke even on the January meeting (loss of \$1) and almost on the Feb meeting (loss of \$51).

Program Report:

Everyone agreed Kathryn Miller did a good job in the February program and we had 21 attendees, same as January and running about 25 ahead of last year's average. It was suggested and the board agreed to modify the program evaluation to include level 1 questions with a summary question on overall satisfaction with the program which will be recorded in the dashboard. Doreen agreed to work up a new evaluation. For purposes of the dashboard, the Board then estimated the overall satisfaction for the Jan and Feb programs based on the qualitative feedback provided. Jan was set at 2.5 and Feb at 4.5 on a 5 point scale with 5 being the highest rating. Our goal is 4.0.

Programs are lined up through June and Cindy shared the new program brochure. Thanks Cindy!!

Dave shared plans for the June 3 networking event which is cosponsored by the NCCA and NCHRA. It will from 5-7 pm at Biaggis and will include a brief intro of each organization followed by two short rounds of structured networking. The rest of the time is not structured. Each organization will give away a prize at a drawing after 6.30 pm. For us it will likely be a membership. There will no admission charge. Attendees are encouraged to register through one of the three organizations. Costs for attendees who are members will be apportioned to the three organizations based on registrations. Guest costs will be split evenly. Costs are likely to be about \$13-15 per person for hordouerves and soft drinks. ASTD is the lead organization and has signed the contract. We will pay Biaggis and bill NCCA and NCHRA after the event. The planning committee is meeting again on March 18 at Biaggis. Thanks to Sue for arranging the deal and getting the contract!

Our goal for the next three months is to line up programs for the rest of the year so we can update the brochure for the June networking meeting. We would like to have a tentative program through Dec by the April meeting. Cindy will work on August, Oct and Dec. Dave will work on Sep and Nov. The board discussed partnering with RMC to bring Jim Kirkpatrick into the Denver area this fall. Dave has spoken to RMC and Jim about it. RMC's program committee is evaluating. The board likes the idea of partnering but recognizes there may be 10 or fewer who drive down from our area. RMC would need to bear most of the costs. Dave also will follow up with NCCA on a joint event in the fall (perhaps Sep 23) and will contact Martin Shields about speaking in November on the economic outlook. Dan suggested the new head of Small Bus Dev for Loveland as a potential speaker, perhaps in a panel setting with other SBD heads.

The board next discussed the menu and pricing for lunch meetings at the Egg & I. It was agreed to keep our prices the same (\$15 member or \$25 non member) and let attendees choose any item off the menu that is \$8.95 or less along with a soft drink or coffee. Most items are less than \$8.95. With tax and tip the per person expense to ASTD should be about \$14 per person.

Membership Report:

Dave reported that we had 2 new members(local) in February: Chad Desserich and Ann Marcy. Four had their local memberships expire (one renewed) and three Denver memberships expired. Bottom line, total membership dropped from 94 at Jan 31 to 88 on Feb 28 due to lapsing local and Denver members. Denver members are now down to 26 from 32 at year end as we continue to contact them and let them know about RMC. Bob followed up with those whose membership lapsed in Nov, Dec and Jan as well as those whose renewals are coming on Feb 28. No success in getting lapsed members to renew but many were from Denver. Dave continues to contact all new members and lets the Denver area new members know there is a Denver chapter. Most ask for a refund so they can join Denver.

The planned retention rates may be optimistic. So far we are not retaining 80% of local members. If so, losses could be offset by an aggressive campaign to get members in Cheyenne and to mine the list of national members in our area who are not chapter members.

Marketing and Outreach:

Bob put out the press releases for the Feb program and has sent the program information to our contacts in partner organizations. He also still intends to make contact with several other local organizations for cross publicity opportunities. These include NoCo Net and the Loveland Chamber and others.

The board discussed participating in Bixpo and Ft Collins, Loveland and Cheyenne chamber events. In light of Bixpo going to one day with no reduction in price, the board decided to skip Bixpo. Dan will get dates and prices for the Ft Collins and Cheyenne events, and let James know we are not going to come to Bixpo this year.

Dave reported that he met with Veronica Pedersen from LCCC and she is very excited about providing leadership to a GIG in Cheyenne. They agreed to try for a first program meeting around May 18 with an anticipated attendance of about 15 to be followed by programs each quarter. Dave will find a speaker and several board members for the program where we will introduce the group to ASTD before the speaker begins. Dave gave Veronica info on our chapter and on national, and recommended she join

both. The board agreed Veronica should be on the board but she will need to participate by phone for most meetings. Dave asked her to try to attend in person once a quarter. The board brainstormed potential speakers and recommended Dave contact Frankie Clem (sp?) who was previously a member and lives in Cheyenne. Doreen to send contact info to Dave. Angie Koppenen used to teach at LCCC and may have ideas as well.

Technology and Process Update:

Brian is resigning as our VP for Technology due to his workload. The Board thanked him for providing leadership to our efforts with the newsletter and web site and particularly for getting the newsletter compiled and sent each month, and for getting us started with Wild Apricot which has been a great help in membership and emailing contacts.

In light of Brian's resignation and our need to develop and administer a web site, Dave recommended contracting The Meeting Edge to provide these and other services. They had provided us a proposal in December. In the updated proposal they are willing to use Wild Apricot so Dave can continue to monitor and track membership. The retainer is reduced to \$420 per month for 12 hours of work. We will pay them \$35 per hour for additional work and unused hours can be banked. They will focus primarily on the newsletter and website but also will process registrations for each meeting, handle payments, be our public contact, send out new member info, help with membership, and create program brochures. Basically, they are willing to help however we want. The contract is attached (Dave has signed and returned). Their services will begin March 1. We may spend slightly more than the \$4500 budgeted for technology this year by the time OTO set up charges are incurred (perhaps \$1000).

Since Brian was not able to get the Feb newsletter out for us, Dave had The Meeting Edge compile it and publish it. Should be less than 5 hours time. They were excellent to work with.

Plan is for them to put out the March newsletter around the 21st. They will work on the template but a major change is not anticipated (they thought our current template is just right!) next they will work on a web site for us and we will start with RMC's (who also uses them). New website should be up in about two months.

Sue is writing a piece which will take the place of the president's corner. Dave will write an intro talking about The Meeting Edge so people will understand the change. Bob, please compile partner events again. (We will see if they can do this starting in April). Please send you input to me by the 15th and I will forward.

Membership Survey:

Patsi reported on the survey that was conducted in Dec and Jan. (distributed it after the meeting by email) No major changes noted from last year. Responses indicated members liked the direction NRC was going and liked the changes that were being made. As in previous years there is a mix of preferred meeting times and topics, although there were a number of excellent program suggestions. Some suggested a change of venue and that is already planned. Basically, goals for 2009 are affirmed.

Thanks Patsi!

Next year plan is to start in October and complete in November.

Dashboard Update:

The dashboard has been updated for February. (revised version attached)

Other Matters:

Dan will bring the screen for March and April meetings to see if it will work. Participants have complained about the small screen at Cottonwood Club. Dan will be treasurer for the march program. Bob, can you greet? Dan will print up a new price sheet for the table. Bob will make an email sign up sheet for guests.

Meeting adjourned at 8.15 pm.

Submitted 2/28/09 by dlv