

ASTD NRC

January 25, 2010 Board Meeting Minutes

Conducted telephonically

Present: Patsi Maroney, Kevin Shrum, Bob McDonnell, Doreen Kemp, Dan Chenoweth, Pam Smith, Dave Vance

Meeting called to order at 6.05

Minutes of November and December meetings approved without correction.

Treasurer's Report:

Dan had updated the dashboard reflecting our position through the end of the year. Loss for 2009 was \$8873, up from a loss of \$5956 in 2008 but below the planned loss of \$12,407. We broke even on meetings, a goal for 2009. Our cash balance continues to decline, standing at \$34,306. We can sustain several more years of similar operating losses but we will need a major fund raiser in 2011 or 2012.

Program Report

We had 17 participants for the Jan 19th program with Jep Enck. The Moot House worked well and the food was good. Will continue to meet at the Moot House unless the we exceed their capacity.

February through April programs are lined up, including Kirkpatrick program for Apr 21 which is cosponsored with RMC. Patsi will work on getting educational credit for it as well as getting us set up for credit on other programs. Pam will come back to us with publicity plans by Feb 4. Group favored a mailer to a select audience like Center Partners and PVHS where it might be posted or passed around. Pam agreed to do the mailer like we did for the Trust Workshop. Dave has asked NCHRA and NCCA to publicize it but they have not responded.

Board agreed to have Stephanie pursue 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. Has not heard back. NCCA may be defunct. CCDA is interested. Decision to be made at Feb Board mtg. May decide to hold it in Cheyenne if no partners in Fort Collins.

Sue will do Aug program on converting ILT to WBT.

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

Membership Report:

Dave reported that we ended the year with 67 members, near the estimate from December. 35 or 52% are also national members. 47% of local members renewed. Only 4 Denver area members remain.

Note from Kim: She is working on a new description of local membership benefits we can use in a new brochure and on line. Also intend to use in redoing the banner so we send a consistent message.

From previous meetings: Dave confirmed that Wild Apricot will support a member's 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. Kim to provide leadership after rewrite of membership benefits done.

Approval of 2010 Goals, Budget, CORE Documents

The board next considered the goals and budget for 2010. After review and discussion the motion to approve both was made by Kevin and seconded by Patsi. Motion was approved unanimously. The board then considered the 2010 communication and marketing strategy, recruitment and retention strategy, the risk management strategy and the succession plan. After discussion and refinement, these documents also were approved. Dave will submit to National along with the CORE Survey.

Marketing and Outreach:

Bob will try to reach out to NoCoNet to see if we can publicize through them.

Communications:

Pam established a Facebook presence for us! Fans already are signing up! She will ask TME how to link to events. Patsi will try to put something on Linkin. (It appears we are entering the 21st century!!)

The Meeting Edge:

Efforts continue to fine tune the site. Need to find a way to highlight the Kirkpatrick event.

Dashboard Update:

The dashboard has been updated through year end.

Other Matters:

Newsletter Planning:

Dave to do 2010 Goals for Feb newsletter and a Kirkpatrick focus for March

Telephonic board meetings: Group felt that it worked well and 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.

Meeting adjourned at 7.40 pm.

Submitted 1/26/10 by dlw