

ASTD NRC

November 23, 2009 Board Meeting Minutes

Present: Sue Fody, Patsi Maroney, Kevin Shrum, Dave Vance

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

Minutes of October 26 meeting approved without correction.

Treasurer's Report:

Dan had updated the dashboard reflecting our position through Nov 20. Our cash balance continues to decline, standing at \$34,224 which reflects the ALC expenses for three board members and the Embassy suites expenses for October. No further major expenses are anticipated for the remainder of the year. Programs for October and November losses due to low attendance. We are on track to end the year with a cash balance above budget.

Program Report

Sue reported that the Nov program with Martin Shields was well received but only 12 attended.

Datta Groover will substitute for Gillian Drizzle on Dec 2. Same topic on Presentation Skills. No one had registered at the time of the meeting (9 now have registered as of Nov 25).

Jep Enck will present Jan 19. Dave met with him Nov 18 and reports he is very energetic. The board wondered what could be done to promote him and show his energy. Perhaps a video clip (**Pam, any ideas here?**)

Stephanie has tried to contact Gina Shrek for Feb but has not been successful.

Board decided to stop pursuing Gina and host a networking session instead which Sue said was very popular with other chapters at ALC. So no speaker for Feb. Group discussed trying a breakfast meeting, perhaps for Feb for the networking. **Need decision at Dec board mtg.**

Further, she recommended hosting other networking sessions through the year and use member survey data to decide on other speakers.

We will need a speaker for March and will **address at Dec board meeting.** Board discussed giving board members and regular members an opportunity to speak. Kevin volunteered for March if needed. Pam also may be interested.

RMC has agreed to co-host Don Kirkpatrick with us in Loveland for April but has not followed up. Cost and revenue will be split 50/50. Need good marketing on this. **Dave will proceed unilaterally** if RMC does not engage.

Board agreed to host another Networking meeting in May or June with NCAA and NCHRA. Dave will follow up.

Suggestion made to jazz up the web site to convey more excitement and do a better job of promoting programs. **Pam, any ideas?**

Membership Report:

Dave reported that member activity has picked up with members joining via Wild Apricot. Four new members in last month plus a few renewals. Three local members lapsed and three Denver area members lapsed. At mid November, membership stood at 73, up from 71 at the end of September. Still have 8 from Denver and most should not renew. New members came after the newsletter was out so they will be welcomed in December.

From previous minutes: Kim 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.

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.

Marketing and Outreach:

Kim got us registered for the Cheyenne business expo on Nov 10 and staffed it along with Dan. **Thanks Kim and Dan!! Did Susan Keehley, new to Cheyenne from Las Vegas, help?.**

Communications:

Dave will do Dec (accomplishments) and Jan (goals) newsletter articles.

Annual Membership Survey:

Member survey used for Nov 4 meeting and included in Nov newsletter. Also will be used on Dec 2. **Thanks Doreen and Sue!**

The Meeting Edge:

Next step for web site is to add board member bios and pictures. So, please send a bio and picture to Dave. Dan, Kim, Sue and Dave are in so we need some from the rest of you.

Also be on the lookout for ways to improve the functionality and user friendliness of our web site. Let Dave know what can be improved.

Dashboard Update:

The dashboard has been updated through Oct and partial Nov. 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, Kim and Pam attended and wrote articles for the Nov newsletter. **Stephanie and Veronica, please consider for 2010.**

Need to set 2010 meeting schedule at Dec. Mondays worked for those in attendance. Others need to weigh in. Should we keep to last Monday of month?

Board agreed to defer a major fund raiser to 2011 when the economy is better and we have more volunteers.

Next board meeting is Dec 7 at Dave's house starting at 5.30 pm. Will be our 2010 Strategy Session

Agenda to include

- **Review of 2009 Accomplishments**
- **2010 goals**
- **Board Responsibilities**
- **Program Review for First Half**
- **Preliminary 2010 Budget Discussion**
- **Meeting dates for 2010**
- **Review of CORE Documents**

Suggestion made to invite members to attend. Will combine with program reminder.

Meeting adjourned at 7.10 pm.

Submitted 11/25/09 by dlw