

# ASTD NRC

## October 26, 2009 Board Meeting Minutes

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

Meeting called to order at 6.15 pm in the Poudre Canyon Room at MCR.

Minutes of September 22 meeting approved without correction.

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

Dan had updated the dashboard reflecting our position through September. Our cash balance continues to slowly decline, standing at \$39,319. The program for September had a small loss and the program for October had a loss of about \$1000. We are on track to end the year with a cash balance above budget.

### **Program Report**

Dave reported that the October workshop held at Embassy Suites had 14 participants and was well received by those in attendance. Several new faces were in attendance. Three board members and two from SE WY attended. An evaluation was not conducted. The venue was fantastic (but also cost about \$700).

Martin Shields is confirmed for Nov 4 at Harmony Grill. Sue will host. **We need a treasurer.**

Datta Groover will substitute for Gillian Drizzle on Dec 2. Same topic on Presentation Skills.

Jep Enck will present Jan 19. Dave to meet with him Nov 18. Draft description is already on web site.

Stephanie is following up with Gina Shrek for Feb and pursuing speakers to address employment outlook for March. Bob suggested inviting economic development representatives from FTC, Greeley and Loveland for a panel discussion. **(Stephanie, please call Bob to follow up on this idea.)**

RMC has agreed to co-host Don Kirkpatrick with us in Loveland for April. Cost and revenue will be split 50/50. Need good marketing on this.

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

Considering Mike Hawkins for a half day workshop in the fall. We need a lower cost or free venue for 15-20 so we can break even. Doreen will explore using a city room.

Suggestion made to keep the Candlelight Center on I25 in mind for future events, especially where a stage would be helpful.

### **Membership Report:**

Dave reported that member activity has been slow with few new members or renewals. Total for Sep was 3 new local members, 0 renewals and 3 lapses. Four Denver area members lapsed. At September end, membership stood at 71, down from 75 in August. Still have 10 from Denver which should not renew by year end. New and renewing members were welcomed in Oct Newsletter. Little activity so far in October with three renewals and no new members.

**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. **Kim, can you send a draft out in the next couple of weeks?**

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:**

Cheyenne business expo program coming on Nov 10 from 5-7 pm with set up to be done by 4.30. **Kim has volunteered. Kevin and Dan are tentative – let us know. Susan Keehley, new to Cheyenne from Las Vegas, has also volunteered.**

Bob is back! Will get announcements in newspapers for upcoming activities.

### **Communications:**

**For November, Sue, Pam and Kim) will each write a paragraph on what they learned at ALC. Dave will do Dec (accomplishments) and Jan (goals).**

### **Annual Membership Survey:**

Board agreed on 7 questions from Jan 09 survey to administer by paper to attendees at Nov and Dec programs. We will use results to inform our 2010 goals and to satisfy CORE. A longer, more formal survey can be done in February or March. **Doreen volunteered to type the 7 Qs and bring 15 sets to Nov 4 meeting (or get them to 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 and Kim are in...I know you are shy but it would be best if I do not have to pick a picture at random!

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 for Sep and partial Oct. 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 will attend. **Stephanie and Veronica, please consider for 2010.**

**Decision made to use Dec board meeting as our planning session. Will meet at Dave's house at 5.30. Need to agree on date. We were thinking of using the date of the regularly scheduled board meeting (Dec 14) but Dave will be out of town. How about the week of Dec 7? Will discuss plans and goals for 2010, use of facebook and linkedin, learnings from ALC, 2010 budget, major fund raising event for '11 or'12.**

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?

Discussed benefits of membership, state of industry, impact of recession on trainers.

Doreen discussed RMI squared which is Rocky Mountain Incubator for small businesses serving FTC, Loveland, and Greeley. Incubator has 13 businesses. Goal is 40 to create 400 primary jobs. She asked how ASTD can be involved. Can we offer help/services to these start ups? How do we connect? Perhaps attend one of their after hour sessions to learn more. Doreen will forward contact info.

### **Next board meeting Nov 23**

### **Planning Session in Dec. in place of regular meeting. Need date.**

Meeting adjourned at 8.00 pm.

Submitted 10/27/09 by dlw