

JANUARY 2022 Board Meeting Minutes

January 8 | 10:00am - 12:00pm | [Zoom Link](#) (also in calendar invite)

Consent Agenda Item	Key Takeaways
Last Month's Meeting minutes	Meeting minutes
Finance & Operations Report (for December 2021)	Important Numbers: <ul style="list-style-type: none"> ● YTD Total Revenue: \$32,551.83 ● YTD Total Expenditures: \$35,760.45 Observations: <ul style="list-style-type: none"> ● Ended the year with net revenue of -\$3,208.62 <ul style="list-style-type: none"> ○ Membership: 98% of annual goal ○ Learning: 19% of annual goal <ul style="list-style-type: none"> ■ CoPs: 124% of annual goal ○ Finance: 157% of annual goal ● Chapter remains in good fiscal health (\$69,503 account balances)
Membership & Outreach Report	Important numbers: final number <ul style="list-style-type: none"> ● 293 members in 2021 ● 2022 will focus on student memberships
Programs & Communities Report	Report will be available next board meeting
Marketing & Communication Metrics	January Communications Report
CoP Status Report	Nothing to report since the year is just getting started

The meeting was called to order at 10:05am.

Participants: Judith Bartels-Brezac, Laëtitia Gnago, Stephanie Hubka, Halyna Hodges, Tessa Grubb, Elena Siampos, Christina Eanes, Rhoderick Ramsey, Julia Drewniak, Ally Brown, Bernadette Costello, Boshra Zawawi, Selin McCurdy, Becky Herring; Maurine Kwende

Absent: Assegid (AZ) Habtewold

- 1. The Consent Agenda was approved as submitted**

CARE STATUS UPDATE - [CARE 2022](#)

2. Stephanie Hubka updated the board on CARE and directed new board members to review [more information](#) regarding the CARE program.
3. DC ATC also applies for CARE + demonstrating the chapter is going above and beyond

INTERVIEW FOR DIRECTOR OF PROGRAMS

4. Stephanie Farlow was interviewed for the Director of Programs
 - a. The board approved Stephanie Farlow for the role of Director of Programs
 - b. https://docs.google.com/document/d/12Llrw6vs6cmL5rnjTNCLZCLQAmELQljAdUcx2U_1QIM/edit
 - c. <https://docs.google.com/document/d/135CWKqjr3WCQ6bAX0IDsZ4ocfuEcl5V-/edit>

START OF IN-PERSON EVENTS

5. The board requested that RMK begin looking for venues in order to start in-person events possibly beginning in April

STRATEGIC COMMITTEE UPDATE

6. Review of Process - Judith
 - a. [Strategic Planning Process](#)
 - b. Objectives and projects proposed in February board meeting
 - c. Boshra expressed concern about overstepping boundaries with CoP leads
 - i. Judith recommends that CoP leads continue to do what they are currently doing
 - ii. Julia indicated that with Boshra being on the board she is in a position to be the liaise between with the CoP leads and help the strategic committee in their efforts
 - d. Judith let Rhoderick know as a new member that he will need to choose what committee he wants to be assigned to.

UNFINISHED BUSINESS - matters carried over from a previous meeting

7. Onboarding
 - a. Judith reminded everyone to do their onboarding if they haven't done so
 - b. Tessa asked if there was a way to send a list of those that have not completed it so board members can follow up with them - Julia to follow up
 - c. Part 1: Preparing for Your 2022 Metro DC ATD Board Term - 2022 Board of Directors (Fall 2021 Course)
 - d. Part 2: Beginning Your 2022 Metro DC ATD Board Term 2022 Board of Directors (Spring 2022 Course)
8. FXUA partnership - Boshra Zawawi
 - a. Boshra reviewed the partnership offer
 - b. Laetitia indicated that AZ needs to be updated since he is not in the meeting today
 - c. Tessa asked that Boshra send an email to AZ copying Judith and her with the details
 - d. Boshra asked how inquiries will be handled as she expects there will be many once it is published
 - i. Laetitia recommended having a FAQ page on the website as an option

NEW BUSINESS - board members can introduce any new item of for consideration

9. Volunteer Lifecycle - Bernadette Costello: Director of Volunteering
 - a. Information has been put in the Slack channel and reviewed the Volunteer timeline with the board
 - b. Julia would recommend guidance be given to the board member who is assigned the volunteer as part of the timeline
 - c. Elena suggested that the SOPs be mapped out and transparent for volunteers
 - i. Bernadette indicated that the job descriptions be very clear as to what is needed when be developed by the board member responsible; Tessa reiterated the need for board members to be very detailed in their expectations
 - d. Bernadette went over the Metro DC Volunteer Interest Form and mentioned that there is a form for those that need a volunteer
 - e. A tracking system has been developed by portfolio
 - i. Laetitia suggested tracking members that have expressed an interest in board positions
 1. Start/End date
 2. Membership dues grants
 3. Add a Volunteers channel in Slack
 - ii. Send any other suggestions/recommendations to Bernadette
10. Consultant's Directory as a member benefit - Christina Eanes
 - a. Should the Consultant's Directory be made a member benefit was put before the board
 - b. Chris went over the requirements should it be made a member benefit; putting out a few emails and social media blasts
 - c. Free for members; \$100/year for non-members
 - d. Julia suggested a tier model based on size of business
 - e. Elena recommended language that indicates the chapter does not endorse any consultant
 - f. Motion was made to move forward with the proposed Consultant's Directory; motion approved
 - g. Membership related emails need to be updated to provide the opportunity join the Consultant Directory
11. Communications Update - Christina Eanes
 - a. Chris went over the website updates
 - b. Tessa suggests downloading the Wild Apricot app on phone making it easier to register for events
12. CARE update - Stephanie Hubka

RISK TRACKER - review and update identified risk factors - [Metro DC ATD Risk Tracker](#)

13. There are no additions to the risk tracker

ANNOUNCEMENTS - topics requiring announcing and no further discussion

<i>Enter Announcement below</i>	<i>Author</i>
<p>Samantha Herman leaving as chapter relations manager - Brandon Grubesky will serve as the interim point of contact for general chapter services inquiries and Lauren Sharrock will take over as the point of contact for the Chapter Membership on the ATD Store program. Bianca Clark is the new Chapter Relations Manager (CRM) for the Eastern Area.</p>	Judith
<p>Beltway Broadcast Stats (Apr 7, 2021 - Jan 5, 2022):</p> <ul style="list-style-type: none"> ● Podcast page of chapter website > 332 views ● 42 episodes > 1729 downloads <ul style="list-style-type: none"> ○ <u>United States:</u> VA, DE, OH, MI, TX, CA, AZ, ME, DC, MD, NY, PA, GA, CO, TN, OR, IL, NJ, NV, MN, MO, SC, CT, VT, MS, FL, HA, AL, WI, OK, KY, ID, IN, AR, KS, NE, OR, RI ○ <u>Worldwide:</u> France, Germany, Brazil, Thailand, Canada, India, Saudi Arabia, Barbados, Ireland, Aruba, Australia, Romania, Sweden, Paraguay, New Zealand, Malaysia, Israel, Spain, Czech Republic, Romania, United Kingdom, United Arab Emirates, Poland, Bahamas, Oman, Ukraine, Hong Kong, Switzerland, Italy, Lebanon, Guatemala, Costa Rica, Iraq, Trinidad and Tobago 	Podsquad
<p>Set up times with Judith to meet for Q1 if you would like!</p>	Judith

Meeting was adjourned at 12:20 PM. Next meeting is Saturday, February 12, 2022 from 10:00 AM – 12:00 PM.