

## April 2022 Board Meeting Minutes

April 9 | 10:00am - 12:00pm | [Zoom Link](#) (also in calendar invite)

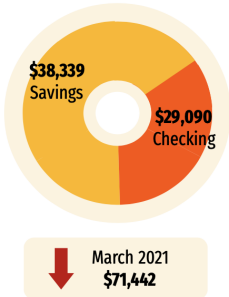
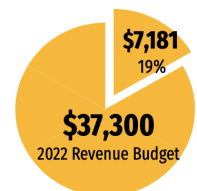
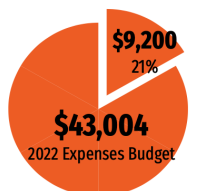

**Meeting was called to order at 10:05am**

**1. Welcome | Call to Order Congratulations Everyone on being CARE Plus Achieved!**

**Participants:** Judith Bartels-Brezac, Laëtitia Gnago, Stephanie Hubka, Halyna Hodges, Tessa Grubb, Elena Siampos, Christinia Eanes, Rhoderick Ramsey, Julia Drewniak, Bernadette Costello, Stephanie Farlow, Boshra Zawawi, Selin McCurdy, Becky Herring, Sherrie Reece

**Absent:** Ally Brown

- 2. No changes to the consent agenda**
- 3. The consent agenda was approved as submitted**

Consent Agenda Item	Key Takeaways
Last Month's Meeting minutes	<ul style="list-style-type: none"> <li><a href="#">Meeting minutes</a></li> </ul>
Finance & Operations Report	<ul style="list-style-type: none"> <li> <a href="#">Finance Report for March 2022</a>  <b>March 2022 Finance Report</b>   <div style="text-align: center;"> <p><b>\$67,430</b> Account Balances</p>  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>\$37,300</b> 2022 Revenue Budget</p>  </div> <div style="text-align: center;"> <p>vs.</p> </div> <div style="text-align: center;"> <p><b>\$43,004</b> 2022 Expenses Budget</p>  </div> </div> <div style="text-align: center; margin-top: 10px;"> <p><b>-\$2,019</b> Net Revenue</p>  </div> </div> </li> </ul> <p><b>Q1 Highlights:</b></p> <ul style="list-style-type: none"> <li><i>Overall:</i> Chapter remains in good fiscal health (\$67,430 account balances)</li> <li><i>Annual Budget:</i> We projected to end 2022 with net revenue - \$5,704 (We ended 2021 with net revenue of -\$3,208)</li> <li><i>Revenue:</i> Membership 33% of annual goal, Learning 3%, Marketing (Partnerships, Sponsorships, Ads) 11%</li> <li><i>Technology (Julia):</i> 3/15 Website Hack, WordPress vulnerabilities &gt; added to Risk Tracker, looking into backup protection from GoDaddy</li> <li><i>Operations (Rhoderick):</i></li> <li><i>Measurement and Evaluation (Ally):</i></li> </ul>

Consent Agenda Item	Key Takeaways
Membership & Outreach Report	<a href="#">Membership Report</a> <ul style="list-style-type: none"> <li>● 287 Members, 73% Power Members</li> <li>● Volunteering - slow sign-ups in March</li> <li>● Progress made with Partnerships</li> </ul>
Programs & Communities Report	<ul style="list-style-type: none"> <li>● <a href="#">2022 Learning Team Calendar</a></li> <li>● Logistics for the 4/20 in-person networking (cadence, supplies, volunteers, et. al)               <ul style="list-style-type: none"> <li>○ RMK will bring the chapter banner, nametags, registration list; Judith will provide the masks</li> </ul> </li> <li>● <a href="#">Collaborative tech programming with Central PA Chapter</a></li> <li>● Virtual networking (BYOT) the first Wed of every month from April to November</li> <li>● Program referrals</li> </ul>
Marketing & Communication Metrics	<ul style="list-style-type: none"> <li>● <a href="#">Jan-Mar Report</a> <ul style="list-style-type: none"> <li>○ Stephanie F. asked that the number of clicks be added to the report for podcasts</li> <li>○ Judith suggested having sponsors for the podcasts; Chris said there should be a charge for sponsors</li> <li>○ Chris will be unavailable the first two week of May; please provide any needs before then</li> <li>○ Boshra asked that speakers and CoP leaders be tagged in the LinkedIn posts; Chris explained that it can be done but possibly after the event as the posts are scheduled early</li> <li>○ Chris asked that Boshra remind CoP leads that they don't have to fill out both the Comms Form and Event Form</li> </ul> </li> </ul>
Last Month's Meeting minutes	Observations: N/A

**CARE STATUS UPDATE - [CARE 2022](#)**

4. [CARE planner](#) has been updated on Google Drive
  - a. CARE Plus awarded for 2021 (68 out of 90+ chapters awarded it)
  - b. No boxes on CARE planner will be checked off until completed even if on track or assumed
  - c. CARE Plus activities have been added to the planner

**STRATEGIC COMMITTEE UPDATE**

5. Diversify Revenue Streams

- a. Have started putting together a timeline with the first objective on track to be completed in April

6. Increase Membership Engagement

- a. Everything on track and at the end of the year will look at the numbers to see what could or should be done differently

7. Revitalize Revenue Cycle

- a. Onboarding process well underway
- b. Will be surveying volunteers

**UNFINISHED BUSINESS - matters carried over from a previous meeting**

8. ICW-ICF: International Coaching Week Partnership

- a. Jeanna went over plans for continuing the partnership; it will be occurring during ATD2022
- b. Stephanie F. asked who would be manning the virtual room; Judith said that last year a volunteer ran it; Judith suggested that a room be an option, but we will promote on our website
- c. Elena asked if there is a theme that fits what the chapter has been focusing on
- d. No need for a registration tab for the virtual rooms, people are able to jump in and out of rooms as they choose
- e. Jeanna will confirm with ICW-ICF what is the ask and time commitment

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

9. Purchase of an OWL for hybrid events <https://owllabs.com/products/meeting-owl-pro>. - Stephanie Farlow

- a. Met with Atlanta chapter to discuss their use of OWL
- b. Judith asked if National will be using this or a similar technology for ALC; Stephanie H. said that ALC is in-person only; Chris asked if it is being used at ICE
- c. Elena suggested that the chapter needs to rebuild its in-person meetings before going hybrid
- d. Stephanie F. will talk with OWL to get further details regarding pricing, etc.
  - i. Questions to ask the vendor should we agree to proceed
  - ii. Do they offer a discount for non-profit orgs
  - iii. Would they consider becoming our sponsor and offer devices for free
  - iv. How many virtual participants can we see on the screen if they have their cameras on?

10. Volunteers - Judith

- a. Do they have to be members? Which ones don't have to be?

- i. In most cases, we want volunteers to be members and limit the use of non-members as volunteers. For now, it will be on a case-by-case basis.
  - b. How do we give discounts to volunteers?
- 11. UnConference - what do we want to get out of it? - (example of an Unconference <https://codic.wildapricot.org/event-4587036>) Elena
  - a. Purchased virtual platform that is good for the rest of 2022
  - b. UnConference is a roundtable discussion around various topics and not a formalized conference
  - c. Elena asked the board for what the vision would be for an UnConference
    - i. Next steps to have a steering committee
- 12. Working Out Loud - September
  - a. WOL would like to continue partnership in September and has ideas on how to move forward
  - b. Selin to get the number of chapter members participating
  - c. Pricing unknown at this time
  - d. Chris asked if it could become a revenue generator for the chapter
  - e. Selin to follow up with WOL person to discuss options for moving forward
- 13. New Board Meeting format - Judith
  - a. Consent Agenda - only items we need to vote on to include the minutes, membership and finance reports; only discussion is during the vote
  - b. Status Update Reports - share with board prior to meeting
  - c. Agenda Items - only topics requiring discussion or a vote
- 14. Purchase of firewall for chapter website - Julia, Chris, Halyna
  - a. March 15<sup>th</sup> notified that our website was being redirected to another website; has since been fixed
  - b. Halyna asking for the board to vote to purchase protection (\$239) for the year while a new solution is researched; motion made and seconded; motion approved to purchase the additional protection

**RISK TRACKER - review and update identified risk factors - [Metro DC ATD Risk Tracker \(2021\)](#)**

**ANNOUNCEMENTS - topics requiring announcing and no further discussion**

<i>Enter Announcement below</i>	<i>Author</i>
Consider submitting a proposal to speak at ALC- <a href="#">proposals are due May 31!</a>	Stephanie

<p><b>Beltway Broadcast celebrated its 1 year anniversary on April 3, 2022 🎉</b></p> <p>Beltway Broadcast Stats (Apr 7, 2021 - Apr 8, 2022):</p> <ul style="list-style-type: none"> <li>• <b>55 episodes &gt; 2,663 downloads</b></li> <li>▷ <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, UT, MS, IA, NH</li> <li>▷ <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, Brazil, Hungary, Nigeria, Thailand, Pakistan, Panama, Mexico, Jordan, South Africa, Denmark, Syria</li> </ul>	<p>Podsquad</p>
<p><b>VP Marketing/Dir Comms will be offline enjoying a vacation May 7 to 14. So if you have any events, programs, or sponsorships that you'd like marketed in the first two weeks of May, please have them submitted no later than 4/22/22.</b> If there is a website or email emergency, please text me.</p>	<p>Chris</p>
<p>Director of Programs will also be offline 7-14 May</p>	<p>Steph F.</p>
<p>We received the final copy of the tax return and signed the e-file form. Our CPA will file the return electronically and we'll be done with 2021 taxes.</p>	<p>Halyna</p>

The meeting was adjourned at 12:00 PM. Next meeting is May 14, 2022 from 10:00am-12:00pm.