

June 2022 Board Meeting Agenda

June 11 | 10:00am - 12:00pm | [Zoom Link](#) (also in calendar invite)

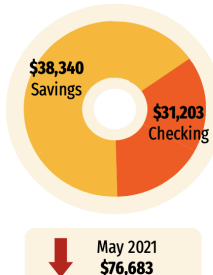
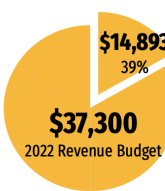
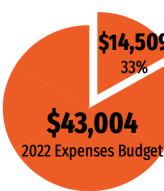

1. The meeting was called to order at 10:04am

Participants: Judith Bartels-Brezac, Halyna Hodges, Laëtitia Gnago, Tessa Grubb, Christina Eanes, Rhoderick Ramsey, Julia Drewniak, Bernadette Costello, Stephanie Farlow, Boshra Zawawi, Selin McCurdy, Jeanna Williams, Becky Herring

Non-Board Participants: Sherrie Reece, Jes Thompson

Absent: Ally Brown, Stephanie Hubka

2. The Consent Agenda was reviewed and approved

Consent Agenda Item	Key Takeaways
Last Month's Meeting minutes	<ul style="list-style-type: none"> Meeting minutes
Finance & Operations Report	<ul style="list-style-type: none"> Finance Report for May 2022 <div style="text-align: center;"> <p>May 2022 Finance Report</p> <p>\$69,543 Account Balances</p>  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>\$37,300 2022 Revenue Budget</p> </div> <div style="text-align: center;"> <p>vs.</p> </div> <div style="text-align: center;">  <p>\$43,004 2022 Expenses Budget</p> </div> </div> <div style="text-align: center; margin-top: 10px;">  <p>\$383 Net Revenue</p> </div> </div>
Membership & Outreach Report	<p>Important numbers:</p> <ul style="list-style-type: none"> 267 Members 74% Power Membership
Programs & Communities Report	Not provided
Marketing & Communication Metrics	<ul style="list-style-type: none"> Monthly Comms Report Marketing Calendar
Last Month's Meeting minutes	Observations:

CARE STATUS UPDATE - [CARE 2022](#)

3. No concerns or issues - we are making good progress!

STRATEGIC COMMITTEE UPDATE

4. REVITALIZE VOLUNTEER CYCLE - checklist for board member made and added to SOP, now looking at database to manage volunteers
5. Increased Membership Engagement – good progress being made; the opening for the Director of Programs & Communities has slowed things down a bit

UNFINISHED BUSINESS - matters carried over from a previous meeting

6. Power Membership Award for 2022 - Complimentary registration to the ATD International Conference & Exposition to go to programs portfolio to be used at ELW - Judith
7. Meet the board event to promote elections - Judith
 - a. Scheduled for July (virtual)
 - b. Judith has gathered past board member information back to 2015 and will be sending email to invite them to the Meet the Board event
8. Dancing w/Markers Proposal Terms for partnership consideration
 - a. Paid workshop
 - i. Partnership Terms:
 1. 1-day hybrid course which is a collaboration of Facilitating w/Visuals and Think w/Ink. Proposed to hold in August or September
 2. They have held the courses independently in the area and they are scheduled by request. This proposed session is specifically for DC Chapter.
 3. Go/no go date 3 weeks before the session date
 4. Vendor would like to walk away with a \$6k profit
 5. Vendor adding in a free brown-bag mini-workshop 4-5 weeks before go/no go date to bolster registration
 6. Both Chapter and vendor will promote in an attempt to reach min participant number
 7. Chapter handles registration and securing space
 - ii. Proposed Pricing Models:

(A) RATE: \$995

 1. - Min: 15
 2. - Profit share: 50%
 3. - Profit ATD: ~\$6K (not including venue and logistics costs)
 4. - Profit DWM: ~\$6K

(B) RATE: \$795

 5. - Min: 19
 6. - Profit share: 50%
 7. - Profit ATD: ~\$6K (not including venue and logistics costs)
 8. - Profit DWM: ~\$6K
 - b. Stephanie expressed that the rate is high and will not be attractive to members; possibly consider a complimentary workshop and start small

- c. Decided to put the workshop on hold
- d. Considering CoP or networking event in September or October
- e. Does this belong to CoPs or Programs
- f. Selin will use Facilitator agreements for her events; Chris to remove from website

9. [FXUA Scholarship](#) - Jeanna

- a. Drafted the partnership agreement and ready for Judith's signature
- b. Judith will review and sign this weekend

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

10. In-Person Board Meetings – Judith

- a. Jeanna will reach out to FXUA to see if there is a partnership opportunity to hold board meetings there

11. Program for fall, Stephanie Hubka to present on making the most of your ATD National membership

- a. Judith to ask Bianca for list of local corporations
- b. Look at membership directory
- c. Check out list of power members

12. Recommendation and Vote for creating a Director of Marketing board position –

- a. Chris reviewed the positions under the VP of Marketing and Communications – Director of Marketing and Director of Communications – in order to split up the work and make it more manageable
- b. Motion made and approved to add Director of Marketing role

(<https://docs.google.com/presentation/d/1Wbu8negTiGMYe9IaHQYWHKEIYk7dbPYq/edit?usp=sharing&ouid=107536673882066559088&rtpof=true&sd=true>)

13. Partnership Consideration - [Randstad RiseSmart](#)

- a. **Partnership Type:** Program Event – Metro DC Partner Event
- b. **Proposal:** Human Capital Solutions Agency interested in promoting career coaching/development workshops and seminars.
- c. **Event Details:** [SmartSession Workshop Catalog](#)
 - i. Boshra mentioned that the Government CoP will be doing coaching workshop and wondered if they could do it in combination
 - ii. Jeanna asked that the board look at the catalog to see if the topics would be relevant to chapter members

14. **Volunteer Management Software - Tessa**

- a. [Proposal](#) – Tessa reviewed a software service proposal for managing the volunteer database

- b. Initial cost is \$204 annually
- c. Motion made and approved to purchase the software

15. CoP Events Marketing suggestions/ideas - Boshra

- a. Save the date emails to go out 2-3 months ahead of program
 - i. Chris asked that the request be submitted through the Comms form
- b. Presenters to give 2-minute video teasers
 - i. Chris past experience did not work well
 - ii. Chris suggested contacting Claudia Escribano on using participant videos
 - iii. Laëtitia suggested putting them on the website
- c. Peer and group pricing – invite a peer and/or group and offer discount

16. Chapter conference - Boshra

- a. Last week of October
- b. Partnership with a University (e.g., GMU)
- c. 4 topics based on CoP group
- d. Last week of July to prepare marketing materials
- e. This will be outside ELW and virtual
- f. Judith said the award of the free entrance could be used at this conference

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>
Judith Out of Office June 23 thru Jul 11, 2022; Laetitia will be her back up	President
ALC registration should become open this month. ALC will be in person this year (October 20-22, Arlington, VA). VP of Finance and Operations will be surveying board members (who are planning to remain on the board) to assess how many registrations we should buy (while the early bird discount is available). Any board members who will be serving in 2023 are provided free registration.	VP of Finance and Operations
<p>Elections update:</p> <ul style="list-style-type: none"> ● Thanks to everyone who confirmed their 2023 plans! If you did not confirm your plans, I made the assumption you will not plan to continue on the board in 2023. If that is not the case, please let me know. ● Open 2023 board positions are denoted here in yellow. ● We have a complete nominations committee with two chapter members and three board members! ● The call for nominations will open the first week of July per the bylaws. 	Past President

<i>Enter Announcement below</i>	<i>Author</i>
Jeanna Out of Country June 16th thru 23rd and July 8th thru 14th, Back-up Pending	Jeanna
Boshra out of country starting June 17 th . Response time may be delayed based on time difference of 8 hours.	
Judith to draft sponsorship request, work with Jeanna to finalize and will send out to ATD22 sponsors - sending out after July 4 holiday	

The meeting was adjourned at 11:54am. Next meeting is Saturday, July 16, 2022.