

## September 2022 Board Meeting Minutes

September 10 | [Zoom Link](#) (also in calendar invite)

### 1. Welcome | Call to Order

**Participants:** Judith Bartels-Brezac, Stephanie Hubka, Halyna Hodges, Christinia Eanes, Julia Drewniak, Bernadette Costello, Stephanie Farlow, Boshra Zawawi, Selin McCurdy, Becky Herring; Sherrie Reece

**Absent:** Laëtitia Gnago, Tessa Grubb, Jeanna Williams,

Meeting was called to order at 10:04 am

### 2. No changes to the agenda

### 3. Consent agenda was approved as submitted

Consent Agenda Item	Key Takeaways
Last Month's Meeting minutes	<ul style="list-style-type: none"> <li>Meeting minutes</li> </ul>
Finance & Operations Report	<p><a href="#">Finance Report (for August 2022)</a></p> <p style="text-align: center;"><b>August 2022 Finance Report</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>\$67,172</b> Account Balances</p> <p>\$38,341 Savings \$28,831 Checking</p> </div> <div style="text-align: center;"> <p><b>\$22,925</b> 61%</p> <p><b>\$37,300</b> 2022 Revenue Budget</p> </div> <div style="text-align: center;"> <p><b>\$24,562</b> 57%</p> <p><b>\$43,004</b> 2022 Expenses Budget</p> </div> </div> <div style="display: flex; justify-content: center; align-items: center; margin-top: 10px;"> <div style="text-align: center;"> <p>↓ August 2021 <b>\$72,759</b></p> </div> <div style="margin: 0 20px;">vs.</div> <div style="text-align: center;"> <p><b>\$-1,637</b> Net Revenue</p> </div> </div> <p><u>Revenue Highlights:</u></p> <ul style="list-style-type: none"> <li><b>Membership:</b> \$13,326 = 74% (of annual goal)</li> <li><b>Learning:</b> \$3,815 = 31%</li> <li><b>Marketing</b> (Sponsorships/Ads): \$900 = 25%</li> <li><b>Finance</b> (ChIP/Awards): \$4,879 = 121%</li> </ul> <p><u>Expenses Highlights:</u></p> <ul style="list-style-type: none"> <li><b>Administrative</b> (RMK/Insurance): \$15,226 = 69%</li> <li><b>Finance</b> (Accounting/Taxes/Bank/Board): \$1,752 = 27%</li> <li><b>Technology:</b> \$6,001 = 101%</li> <li><b>Learning:</b> \$1,582 = 42%</li> <li><b>Membership</b> (Events/Volunteer Recognition): \$0 = 0%</li> </ul>

<a href="#">Membership &amp; Outreach Report</a>	<p>Important numbers: 273 members</p> <ul style="list-style-type: none"> <li>• Volgistics is now operational - please update your profile (see email from Bernadette)</li> <li>• Once all information has been received and inputted, test with the board will begin</li> </ul>
<p>Programs &amp; Communities Report</p>	<ul style="list-style-type: none"> <li>• Nothing added</li> </ul>
<p>Marketing &amp; Communication Metrics</p>	<ul style="list-style-type: none"> <li>• Website and social media numbers are up, but email stats are down</li> </ul>

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

- CARE is on track; Stephanie H. will be following up now that we are moving into the 4<sup>th</sup> quarter
- Ensure that all work being done is reflected in the CARE Tracker

**STRATEGIC COMMITTEE UPDATE [UPDATE](#)**

- Diversify Revenue
  - a. Have not had a chance to meet; doodle poll will be sent out later and intend to have a meeting set up in the next couple of weeks
- [Increase Membership](#)
  - a. Meeting next month; information provided in document linked above
- Revitalize Volunteer Lifecycle
  - a. Good movement on initiatives
  - b. Judith to look at membership survey
  - c. Bernadette is looking at policy and procedure

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

4. Volunteers Appreciation & Recognition: - Bernadette
  - a. Event date – volunteer appreciation will be after the board meeting in December
  - b. Gifts for Volunteers. Vote to include Gifts for Board Members?
    - i. Note: \$2,200.00 dedicated funds for Volunteer Recognition
    - ii. Gifts – recycled shopping bag; would like ideas for something to put in the bag
      1. Books as an option
      2. For Print as an option for printing the bags
    - iii. Chris will get the design person to design the logo for the bags
5. ALC 2022: - Bernadette
  - a. Conference format changed to a virtual event and date pushed back to November 3–4
  - b. Chapter does not have a responsibility for volunteers until 2025
  - c. It is anticipated that ATD will handle volunteers through their Volgistics subscription

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

6. Pricing guidelines for programs to include early bird special pricing – Judith
  - a. Should look at policies and procedures to include pricing options
  - b. Stephanie H. suggested we look deeper into why people are not interested in attending programs; good discussions for the strategic planning meeting
7. Elections update - Stephanie H.
  - a. Still need President Elect, VP of Membership and Director of Programs
  - b. Board page not to be updated until 9/19 and will include open positions
  - c. Bernadette may have someone that would be a good candidate for Director of Programs and will reach out to her
8. Policies and Procedures Updates - Stephanie H.
  - a. Stephanie H. asking for small committee (similar to Bylaw committee used last year) to review policies and procedures
9. 2022 Virtual Conference/ELW updates - Stephanie F.
  - a. Developing a virtual world café
  - b. Asked for ideas on the Save the Date posting
  - c. Julia creating a career share board
10. 9/22 Dinner Program host requested - Stephanie F.
  - a. Further discussion needed regarding how to proceed with September meeting

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

Nothing to add to risk tracker

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

<i>Enter Announcement below</i>	<i>Author</i>
<p>Mark Your Calendar for these End of Year Dates:</p> <ul style="list-style-type: none"> <li>● Saturday, November 5th - 9:00AM to 3:00PM (with a break at lunch)               <ul style="list-style-type: none"> <li>○ <b>Virtual Strategic Planning - board</b></li> <li>○ You have received a meeting invite from President Elect                   <ul style="list-style-type: none"> <li>■ You only need to accept if you plan to be on the Board next year. Invite will be re-shared in October.</li> </ul> </li> </ul> </li> <li>● Wednesday, November 30th - 6:00PM               <ul style="list-style-type: none"> <li>○ <b>Virtual Annual End of Year Meeting - board plus membership</b></li> <li>○ It's already on the calendar. You can Register <i>now</i></li> </ul> </li> <li>● Saturday, December 10th - 10:00AM to 12:00PM               <ul style="list-style-type: none"> <li>○ <b>In-Person Last Board Meeting;</b></li> <li>○ Separate room reserved for 20/25</li> <li>○ Location: Arlington, Ragtimes restaurant</li> <li>○ <b>Volunteer Appreciation &amp; Recognition - board plus volunteers</b> - to be confirmed if it will take place right after the Board Meeting (same date &amp; location, separate events)</li> </ul> </li> </ul>	

<p>Membership survey will be open 09/07-09/27</p> <ul style="list-style-type: none"> <li>• 41 submissions have been received to date</li> </ul>	<p>VP of Finance and Operations</p>
<p>Becky will be on vacation the week of 9/12 but checking emails daily</p>	
<p>Board landing page – think about questions other board members might ask that could be put on board page</p>	<p>VP Marketing Commissions</p>

Meeting was adjourned at 11:04 am. Next board meeting is virtual at 10:00am on October 10, 2022.