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| Venue | Virtual (Zoom) |
| Facilitator | Alex Salas |
| Note Taker | Lisa Anne Zoldi |
| To Do | Determine where our April board meeting will be held (face to face with Microsoft or through zoom) |
| Present | Lisa Anne Zoldi (VP Communications), Alex Salas (President), Kathy Akbari (VP Membership), Kristina Grant (VP Finance), and Zizo Aku (President Elect) |
| Absent | Zizo Aku (President Elect) |
| Open Roles | VP of Business Development, VP of Programs |
| Next Meeting | April 14, 2020 @ 7pm. Meeting will be Virtual. A link will be provided in Slack. |

# **Call to order**

The regular board meeting of the ATD CFL chapter was called to order on March 10, 2020, at 7:04 pm by the President.

President proceeded with roll call to confirm attendees:

Past-President: Rosa Espinal-Perry

Finance – Kristina Grant

Membership/Volunteering – Kathy Akbari

Communication – Lisa Anne Zoldi

**President report:**

Achievements this month:

* Successfully conducted the monthly webinar, produced video recording and updated internal member site. Hosted the out of the box onsite event and facilitated recording equipment.
* Debbie Richards conducted AR webinar last week and it was successful.
* Developed WILD conference website and promotional designs. Venue and food is settled.
* Coordinated and planned Summer Sizzle event with UCF students. Students can share projects in VR and AR that they’re developing. Learning professionals from our chapter can come in and experience it.
* Coordinated marketing initiatives with TrainingMag and LSCON teams.
* Performed all Chapter website updates and designed blast emails.
* Promoted Chapter on social media accounts.
* Spoke with Erin Murphy about Power Member level on website – we are still manually ensuring they are Power members. They can renew their membership through the store because they can no longer renew through us. Membership does not have an easy way to access if someone is a Power Member without manually checking.

Upcoming for next month:

* Supporting ATDCFL involvement in LSCON by end of month
* Promote, collect and select WILD speakers
* Finalize promotional banner and marketing strategy for WILD and Chapter for the rest of 2020.
* Secure speakers for the second-half of the year.
* With Coronavirus, we’ll wait until June’s Summer Sizzle to see what transpires to determine if we will have any face-to-face meetings.
* Is putting a ticket in with Wild Apricot to determine how to stop recurring payments through PayPal.

**Past-President report:**

Achievements this month:

* Met w/LSCON coordinator
* Working w/Brian Kingsbury on plan for LSCON volunteers.
* Coordinated LSCON volunteer recruiting. Conference still going on (for now) despite coronavirus fears. Several conferences have already been canceled in Florida, so we’re keeping an eye on it. LSCON’s website says it will be going forward as of now. The possibility of speakers or attendees dropping out is a concern.
* Secured a booth at LSCON. Once she gets further information on March date, she will get the information to post an event on the website to members. Sent e-mail out to Cory regarding logistical data for this event and is awaiting a reply.
* Question came up about attending the EXPO for members for free; however, LSCON EXPO should be complimentary; Training Mag charges, but not LSCON.

Upcoming for next month:

* Continued coordination of LSCON volunteer logistics. Will reach out to Brian to get further update on COVID-19 logistics to determine what will happen if volunteers are unable to come. May have to get back-up volunteers in case of volunteer cancellation.
* Work with Alex & Zizo on banner and other collateral for WILD 2020
* Promoting WILD 2020 sponsorships to several contacts.
* Still an issue with verifying members that have Paypal as their recurring payments – has to put a ticket in to fix this issue.
* Will see if next month we will still have a face-to-face board meeting.

**President Elect report:**

Achievements this month:

* Received catering proposal for the upcoming WILD 2020 conference.
* Working on finalizing details with bartender for the event.
* 17 proposals for speakers for WILD. Will start looking at those by next Board meeting.

Upcoming for next month:

* Should finalize arrangements with catering/bartender for WILD this month.
* Working on swag stuff for WILD and preparing to attend LSCON event starting 3/31.

**VP of Finance report:**

Achievements this month:

* Authorized signature rights for Alex and Zizo complete through Synovus Bank.
* February financials complete (reconciliation and reports).
* Managed reimbursements and invoice payment for February event.
* Negative net income of $544.86 due to February in-person event. We budgeted $886 but event cost $1207. We believe we will gain this back when we have new members coming to more in-person events.
* We have a budget line for WILD Marketing, but there was a question as to if we need a sub account for general marketing. Alex will review charges with Kristina to determine this.
* For the face-to-face event, the question arose if the $1207 includes the deposit. Kristina believes there was an additional $300 charged, plus a few extra charges, which means our amount for the event was actually higher than shown on the February report. Right now, the speaker fees check does not seem to be cashed. Kristina will clarify this information next month at the board meeting.
* Overall, balance of a little over $9000 right now.

Upcoming for next month:

* Process documentation.
* Connecting with potential Finance volunteer, Cheryl.
* March financial reconciliation and reports.
* Needs clarification of where WILD charges will be placed in the budget.

**VP of Communication report:**

Achievements this month:

* Capturing minute of February board meeting.
* Created and posted monthly blog.
* Created artwork and posted for upcoming ATDCFL events.
* Created a typeform in order to gather board member updates.
* Attended and video recorded ATDCFL member event with Jimbo Clark.

Upcoming for next month:

* Continue to create and post blogs and events.
* Volunteering at LSCON event.
* Creating a document outlining the steps for developing Events on Wild Apricot.

**VP of Membership report:**

Achievements this month:

* Member Follow up Results. 13 renewals are overdue. Lapse numbers are going down. 10 new members in last 30 days. 2 people interested in being involved in chapter – one reached out already and one will be reached out. Several members just want to be a part of the chapter, but have limited involvement. One member would like to have more face-to-face events. There were a few with inaccurate contact information. Kathy is trying to go through LinkedIn to attempt to get the accurate information from them.
* CRM Updates: updated 501c letter from ATD. Salesforce and non profit trial in planning phase. Domain requested of “atdcfl.my.salesforce.com”. Costs $35 a month if we cannot get approved. We have to build out the custom fields and implement members’ data. Create a mobile app, hopefully connected with Wild Apricot. The membership team would need to be trained. Updated the list “reasons for joining” on the website – moved Chapter Leadership to the top and removed Socializing. Paypal financial statuses have started to be resolved by Kristina Grant.

Upcoming for next month:

* Membership Follow up on memberships that are lapsed.
* LSCON Gathering
* CRM Implementation
* Will follow-up with Kristina regarding PayPal issue.
* Alex mentioned having Kathy follow up with Erin Murphy to ensure that integration will not interfere with going to phase 2 from the ATD store. Kathy had already requested a contact from Erin Murphy from sales force.

# **Motions**

# President called for any motions.

# Kathy Akbari who raised the motion to adjourn meeting, seconded by Rosa Espinal-Perry and Alex Salas.

# **Adjournment**

Meeting adjourned at 7:44 pm.

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| Please review these notes and approve via the Slack channel by typing your name, role, and Board Meeting (Month) Approved. Ex: John Doe, VP of (Role), March Board Meeting Notes Approved. | | |
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