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| Venue | Virtual (Zoom) |
| Facilitator | Zizo Aku |
| Note Taker | Lisa Anne Zoldi, Kelsey Neumann |
| To Do |  |
| Present | Lisa Anne Zoldi (VP Communications), Zizo Aku (President Elect), Rosa Espinal-Perry (Past President), Carlene Sterling (Membership), Kelsey Neumann (Communications), Heide Bostelmann (Registration), Kristina Grant (VP Finance), Kathy Akbari (VP Membership), Claudia Iannini (Programs) |
| Absent | Alex Salas (President) |
| Open Roles | VP of Business Development, VP of Programs |
| Next Meeting | September 8, 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 August 11, 2020, at 7:02 pm by the President.

President proceeded with roll call to confirm attendees:

President Elect: Zizo Aku

Past-President: Rosa Espinal-Perry

VP Communications: Lisa Anne Zoldi

Director of Communications: Kelsey Neumann

VP Membership – Kathy Akbari

Director of Membership: Carlene Sterling

VP Finance – Kristina Grant

Director of Programs: Claudia Iannini

**President report: (absent)**

Achievements this month:

* Hosted the Jo Cook webinar and promoted Chapter events.
* Set forth survey strategy with Zizo

Upcoming for next month:

* Finishing annual survey and release elections

**Past-President report:**

Achievements this month:

* Followed up with scheduled and potential speakers.
* Met w/Marcela to continue onboarding.
* Met w/Zizo to discuss 2021 planning.
* Facilitated JobHunterZ
* Marcela facilitated webinar today. Has been creating graphics for events on the site.
* Events are booked for the year, except for SIGs.

Upcoming for next month:

* Continue to mentor Marcela,
* Continue to reach out to speakers for 2021 and
* Facilitate JobHunterZ

**President Elect report:**

Achievements this month:

* Added one person to the board - Heide Bostelmann, based on VolunHero sign-ups.
* Collaborated with other partnering chapters in setting up the first APTD/CPTD virtual study group based on the new ATD Capability model.

Upcoming for next month:

* Planning 2021 Strategy meeting for Saturday (8/15) via face to face meeting at old BOA building (390 North Orange Ave.) Open for Directors and Executives to strategize on theme for upcoming year and develop mission and vision for next year, i.e. strategies to build membership; driving revenue, etc.
* Wants to fill the Board with great members for 2021.

**VP of Communication report:**

Achievements this month:

* Further onboarding of Kelsey, including helping with developing monthly blog
* Worked on presentation outline with Alex for conference in October.
* Initial phone call with ATD contact regarding October conference. If I am unable to get permission to present, may not be able to attend. May have to look at getting a substitute presenter.
* Forwarding e-mails to appropriate team members. Very overwhelming amount of e-mails that are being sent daily to communications.

Upcoming for next month:

* Continued onboarding of Kelsey.

**VP of Finance report:**

Achievements this month:

* Reconciled accounts. $9000 in total assets. Plus $319 for this year due to virtual events not costing much, even though we have decreased membership numbers.
* Generated reports.
* Issued refund request submitted via VP Membership.

Upcoming for next month:

* Meeting with Cheryl B. to begin finance overview.
* Connecting with Zizo to cover audit process.

**VP of Membership report:**

Achievements this month:

* Carlene and Heide now part of Membership.
* Looking at lapsed members to call and have a conversation about their memberships using a script.
* 10% off member dues in September during Member Week. Confirmed with Erin Murphy.
* Put an event in ATDCFL for coffee meeting.

Upcoming for next month:

* Carlene has some ideas for increasing membership during our strategy meeting for 2021.

**Director of Registration report:**

Introduction: Heidi Bostelmann. Been working in Training, T&D and HR Management for 25+ years. Was on ATD Board. Is ready to give back, which is prompting interest in returning to ATD.

**Other/Membership-Related**

Rosa mentioned the need to brainstorm ideas for membership of how to gain more members, without making it a $0 membership. Perhaps making a reduced amount for the year due to Covid. Zizo agreed. Kristina suggested looking at our current financial numbers to determine what would be a realistic number to ask for a membership amount. If we look at offering more virtual events and not face-to-face, that might be a financial decision we could make. We also need to look at memberships and why they’re lapsing – are they actually Covid-related, or is it due to something else? We need to do our research first. We also had members join this year with a 2-year promotional price, so if we lower the membership, how will it affect these members? Rosa said it’s important to set requirements for how to set up membership types so we’d know how to charge members. A lot of information can come from asking the lapsed members why they lapsed their membership – if it’s purely due to finances, we might be able to offer a reduced membership fee for those members. We may want to look at the pre- and post-covid numbers to compare membership numbers. When there is an event, it’s only open to members and this might be scaring people away from events. Maybe if there is different verbiage on the Event landing page, people would be more likely to join the chapter.

The focus on Saturday is increasing membership experience, offer creative programming, corporate sponsorships, chapter leading succession planning. We will also look at the ATD Capability model.

**Motions**

# President called for any motions.

# Rosa Espinal raised the motion to adjourn meeting, seconded by Kristina Grant.

# **Adjournment**

Meeting adjourned at 7:58 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), August Board Meeting Notes Approved. | | |
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