

# Monthly Board Meeting Notes October 13, 2020



Venue	Virtual (Zoom)
Facilitator	Zizo Aku and Rosa Espinal
Note Taker	Kelsey Neumann
To Do	
Present	Lisa Anne Zoldi (VP Communications), Zizo Aku (President), Rosa Espinal-Perry (Past President), Carlene Sterling (Membership), Kelsey Neumann (Communications), Kathy Akbari (VP Membership), Claudia Iannini (Programs), Elizabeth Castaneda (Social Media), Janine Gomez (Business Development), Cheryl Blakeney (Revenue), Heide Bostelmann (Membership), Molly Cuthbertson (ATD Advisor)
Absent	Kristina Grant (VP Finance), Marcela Iannini (Director of Programs)
Open Roles	VP of Business Development, VP of Programs, President Elect
Next Meeting	November 10th, 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 October 13th, 2020, at 7:03 pm by the President.

President proceeded with roll call to confirm attendees:

President: 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

Director of Membership: Heide Bostelmann

Director of Revenue: Cheryl Blakeney

Director of Business Development: Janine Gomez

Director of Social Media: Elizabeth Castaneda

Molly Cuthbertson, our ATD Advisor, also joined us during the board meeting to introduce herself and provide any feedback/suggestions where needed.

## **Introductions:**

Janine Gomez is going to be the Director of Business Development. She has a background in sales, marketing and special events; has spent past ten years working in Higher Education in a training capacity.

Elizabeth Castaneda is going to be the Director of Social Media, part of chapter since 2013. This is her second time on the board.

Cheryl Blakeney is going to be the Director of Finance. She is working with Kristina for onboarding, and has a background in finance. Her passion is numbers, and purpose is to help others.

### **President report:**

Achievements this month:

- ALC 2020 presentation and conference
  - Biggest takeaway = what is our value proposition? What are we presenting to members as a chapter that will bring value to them?
- Need to send survey out this week; goal is everyone to review by Thursday
- Strategy 2021 meeting on Saturday, November 7<sup>th</sup> @ 9:00/30 am. Will finalize in Slack

Upcoming for next month:

- Conduct 2021 strategy meeting
- Get Business Development/Sponsorship vertical up and running
- Membership engagement

### **VP of Finance report:**

Achievements this month:

- Financials are stable; VP of Finance absent and will produce report at later time

### **Past-President report:**

Achievements this month:

- Facilitated session with Emily Ullberg from UMU
- coordinated and added another session for Keith Keating to our program line-up
- met w/President to discuss 2021 goals

Upcoming for next month:

- Continue to work on program goals for 2021

### **VP of Communication report:**

Achievements this month:

- Led ALC presentation with Zizo, fielding Q&A in a chat and live forum
  - Found that attendees didn't all watch/log-in at the same time
  - Live Q&A provided opportunity to answer questions that were asynchronous
  - Presentation was successful and received positive feedback
- Onboarding of new Director of Social Media as well as Directors of Communications and Programming
- Reminded Board about filling out Meeting Minutes & transition to Google Forms

Upcoming for next month:

- Continued Onboarding of new members
- Assisting in discussions of Communications and Social Media strategies for 2021 year.

### **Director of Communication report:**

Achievements this month:

- Wrote September "In the Know" blog
  - Added celebration of recently certified ATPD & CPTD folks
- Transitioned from TypeForm to Google Forms to use for survey of Board Meeting Minutes; created separate folder for Board Meeting Minutes surveys/responses
- Met with VP of Comms & Director of Social Media to begin planning our strategy for 2021

Upcoming next month:

- Continue to work with Communications team to strategize for 2021
- Continue to write blog and create graphics for Casual Connections & Coffee

### **VP of Membership report:**

Achievements this month:

- Letter received for recently certified APTD & CPTD members

Upcoming for next month:

- Will vote on waiving membership fees for aforementioned members,

### **Director of Membership (Carlene) report:**

Achievements this month:

- Worked on determine engagement strategies for students
  - Reached out to contacts at UCF, Rollins

- Scholarships for students from ATD National website; one idea to advertise these scholarships on our website and social media
- Researched ATD national website

Upcoming for next month:

- Continue to reach out to higher education organizations
- Molly will provide resources about student memberships

**Director of Membership (Heide) report:**

Achievements this month:

- Contacted 55 members that were lapsed (from June 2019 to present)
  - Via phone call & e-mail
  - 5 contacts made: 2 will renew, 3 will maybe renew
  - 6 contacts will not renew
- Opportunities for improvement in specific membership types

Upcoming for next month:

- Will continue to contact lapsed members
- Will reach out to 43 non-members that attended webinars
- Continue to facilitate Casual Connections & Coffee event & ask for feedback via this event

**VP of Programs report:**

Achievements this month:

- 2020 fully booked and two sessions booked for January 2021

Upcoming for next month:

- Continue facilitating upcoming programs
- Continue to seek new VP of Programs

Past-President called for any motions.

Kathy Akbari raised the motion to adjourn meeting, seconded by Carlene Sterling.

**Adjournment**

Meeting adjourned at 8:12 pm.

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), September Board Meeting Notes Approved.

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