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| ATDCFL December Board Meeting |

# Date: 12/10/2019 Time: 07:00 pm Venue: Virtual (Zoom)

Meeting called by Alex Salas – President ATDCFL Type of meeting: Monthly Board Meeting

Facilitator: Alex Salas Note taker: Zizo Aku – VP Engagement

Please read: ATDCFL Financial Position November 2019 (provided in Slack by Kristina Grant)

# Call to order

A meeting of **ATDCFL board** was held **virtually using the Zoom** platform on 12/10/19. Attendees included Rosa Espinal (Past President), Melissa Cowan (VP – Programs), Lisa Anne Zoldi (2020 VP – Communications), Alex Salas (President), Zizo Aku (VP- Engagement). Members not in attendance included Kristina Grant (VP – Finance), Aaron King (VP – Business Development).

The regular board meeting of the ATDCFL was called to order on December 10, 2019, at 7:05 pm by the president. President proceeded with roll call to confirm attendees and mentioned meeting would run according to Roberts Rules. President introduced following agenda items up for discussion:

1. Status of Chapter to cover what’s been done so far within chapter and financials on behalf of VP Finance who is unavoidable absent today.
2. Update from Programs - Melissa Cowan
3. Update from Membership/Volunteering- Rosa.
4. Update from Community Excellence Award – Zizo.
5. Call for motions.

President mentioned that updates should focus on two things: what each board member giving updates did during the previous month and what he/she is working on this month for the Chapter as well as raising any issues if there is a need for support from the team.

On chapter membership, President mentioned that there a currently 286 members. The chapter began the year with a little under 200 members noting that membership has grown double digits every month. Great results for the year as far as growth. President said that data on membership demographics stats indicates an increase in the younger population (ages between 25-33) and the bulk of our membership. President also noted that based on results from annual survey for the year, interest on activities and things members wanted to see done, based on participation of 15 percent of membership, centered around learning analytics, evaluation of learning, instructional design, and training delivery.

President noted the need to continue to focus on providing and supporting our policy of membership experience and creating value for our members and encouraged board members to continue the great job as we roll into the year 2020. President mentioned there is still a lot of ground to cover for next year and asked that board members focus on keeping an eye on the ball as far as getting work done on time. Also, he asked the board to focus on the vision and themes for next year “Learning Innovation.” We will take steps to set the pace for other chapters as far as offerings to our members and he noted that he is proud of accomplishments and noted the new additions to the board this year and the re-organization of the board. Rosa Espinal (Past President), Melissa Cowan (VP – Programs), Lisa Anne Zoldi (2020 VP – Communications), Alex Salas (President), Zizo Aku (President Elect), Kristina Grant (VP – Finance), and Aaron King (VP – Business Development). President reported that the chapter has a volunteer from Dallas, Texas looking to join the Communications team based on our online activities.

On finance, President talked about having a report from VP Finance and a report from ATD National. President was unable to share screen but invited board members to go into the slack channel to review report details. Details were as follows: Checking Account Balance - $6,401.24, Savings Account Balance - $1,500.00, PayPal - $200.00, Petty Cash - $50.00, and Total Available - $8,151.24. Going into 2020 with a strong capital profile allowing for growth capability for 2020 and some positive indications from some vendors on sponsorships. We received report today from ATD National with a comment about being overpaid in October and they have already dealt with it as a credit form the store and we had a credit of $84 after the adjustments. VP Finance will provide further guidance during January board meeting. President concluded by asking VP Programs to give updates.

Melissa Cowan, VP Programs started by highlighting activities for the month. She noted that we closed out employee learning week and she attended the Training Clinics digital encounter and there was a lot of engagement from participants and the facilitation was great. Other webinars run by Alex for the month went well, Holiday extra coming up tomorrow and we fell short on members signing up as facilitators for the contests for the session and noted the need to reflect as a board on what we could do differently next year to generate more interests for the contest. Melissa also mentioned that we have Kendra Davies locked in for a workshop session for January 11 (8:30 – 11) at PBA and she is continuing to work on strategizing for 2020 and focusing on WILD 2020. President informed Melissa that we also got confirmation from Shannon Tipton for Microlearning digital encounter January 13 and will send details to Melissa in slack.

Rosa Espinal gave update on membership/volunteering. She noted that on volunteering that Jason who was looking to step into VP engagement decided to volunteer on an ad-hoc basis. Cathy Akbari, prior President 2017, has volunteered to step into the role and wants to help in terms of chairing the engagement and would work great for the chapter. Learning Solutions conference in March 2020 is wanting the chapter to supply them with about 25 volunteers to assist with the conference – more to come once finalized and they asked her to convey that they are excited to continue the partnership and she will discuss the option of having a booth for the chapter during the conference to help with our exposure during the conference. Rosa asked for clarity on the sign-up process for volunteers. President noted that we had to revert to the Type-form process as against previous plan to use weekly webinars which did not generate any hits online. Forms completed are sent via email and would work on ensuring that Cathy Akbari would be able to strategize on the best steps moving forward and he also noted that completed forms generate emails that are routed to the relevant board member. Rosa also asked for clarity on the adverts by ATD National offerings coming to Orlando and wanted to know that if the chapter advertised national offerings they would give chapter a seat we could raffle to members, President responded that the first seat would be provided to former board members who performed in the previous year. At this time, he provided 2 individuals got the two seats. He also mentioned we got a deal with training magazine for conference registrations and certification workshops as well as LSCON providing some revenue and two conference registrations auctioning one tomorrow and the other one online.

Zizo provided an update on the Community Excellence Award. He worked with Alex to develop submission for the award and prepared the document focusing on achievements within the community linking needs assessment with membership activities as well as site reports and will make available at end of the week for other board members to review before final submission.

Lisa Ann would be doing video tomorrow for the holiday extra. She will be taping the showdown session using Alex’s equipment and will work with Alex to do the editing.

# Motion

# President called for any motions. All other board member had no motions except Rosa who raised the motion to adjourn meeting seconded by Melissa and Alex.

# Adjournment

Meeting adjourned at 7:36 pm.

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| President |  | Date of approval |