**ATD Bay Colonies**

**Board Meeting Minutes January 8, 2021**

**Attendees:** Peter Ward, Brian Lopes, Dina Horn, Patrick Kelley, Connor Gormley, Michael Merline, Chris Forcino, Lisa Robbins, Judy Nabb

**I Minutes** from the December 4, 2020 meeting reviewed and approved with no changes by Lisa and Peter

**III Event Update**

**January**

* All details and logistics worked out in the planning meeting prior to holidays, overall we are in good shape. See specifics on event Form on Google Drive.
* For breakout groups, Judy and Lisa also volunteered along with Michael to be in breakouts.
* We discussed the request by the Boston chapter to promote their event, and we’ll be asking them to promote our January event in return. We will also discuss long term cross promotion of events.

**III Board Updates**

**CARE**

* Peter will be submitting CARE today, January 8. All items have been addressed by the board.
* We should meet Care Plus
* HUGE THANK YOU TO PETER (the king of CARE)! :-)

**Operations**

* Low survey participation with the December event but addressed some technology challenges.
* During review of operations plan we identified that we want to make program materials available to members after the event.

**Membership** (also refer to statement)

* Lisa reviewed the membership scorecard (posted to Google Drive)
* Year over Year attendance is showing a downward trend. Lisa ha also reached out to other membership VPs to see if this is being seen in other chapters. Overall they are seeing decline in membership but increase in meeting attendance. National is putting together plan for local chapters to deal with this trend.
* Networking is a big piece missing in our events now. We may want to consider focusing on networking opportunities and having a specific informal event for this.

**Programming**

* February:
  + To tie this into the networking need, we could position February as asking attendees to come with tips or things to share related to games and keeping remote attendees engaged. A few members will be ready to share in case we don’t get anyone.
  + We need to put out a call for this. Chris will work on drafting something.
  + Michael will set up a specific planning meeting for this.

**Finance & Quarterly Budget Review**

* Last month:
  + We had a strong month last month, especially due to the NEAC funds ($5,299) that came into the account.
  + Net revenue was $3,918
* Budget Review
  + See Q2 budget review file on Google Drive
  + CHIP income isn’t coming through so we should focus on more promotion of that. There may be a delay in the CHIP money so we’ll see next quarter what comes in.
  + We’re under budget on memberships that’s illustrating the decline in membership previously discussed. (Note: odd amounts are due to sign up through National)
  + Expenses were 2x due to unexpected double match for Charity & Cheer.
  + Some savings in credit card processing due to non-profit status we now have with PayPal.
* Annual Review
  + See “ATD\_Budget\_Update\_Dec\_2020” on Google Drive
  + We’ve only had ⅕ of projected revenue from memberships so far but we expect a large amount in May due to planned renewals.
  + We’re at expectations for program revenue.

**Marketing**

* Chris, Michael and Gary met to discuss the April meeting with SHRM. Focus would be on Change Management, people’s reactions to a vaccine as a tie to current events and related to HR and training. Main focus will be on Change Management, not vaccines. They will get together again now that we are in the new year.

**Volunteers**

* Next week there is a brainstorming session for what a member orientation will look like.
* Bill Kimball has volunteered and Judy will be connecting with him to discuss opportunities.

**Communications / Social Media / Website**

* Next week Dina will meet with Sonia again next week to discuss communications.
* See Website home page for Dina’s most recent updates.
* Website Analytics
  + User statistics were down in December but expected due to holidays
  + Recent spike after January promotion
* Board members please continue to like and share social media posts
* We would like to proceed with doing board member showcases with more of a personal touch. Lisa will be the first one! Coordinating this could be a volunteer opportunity.

**Programming**

* January and February previously discussed. Specific meeting for February planning will be scheduled.

**IV Misc Updates**

* **SIG -** Wendy and Patrick put something out to other chapters but have only received one reply. Next meeting we’ll discuss the next steps due to running out of time in today’s meeting.
* **Membership Pricing** - Defer to summer strategy planning meetings. Lisa will send out some ideas for shorter term offerings by email.
* **Board Elections -** Please start thinking about June elections. For those that have a term expiring Connor will be reaching out to you in the coming month or two about your intentions. If your term isn’t up and are interested in a position opening please consider this. We will need to fill President Elect this year.

**IV Adjourn**

· 9:02 am

**VII Next Meeting(s)**

· January Event 1/26 8 - 9:30am

· Board Meeting 2/5 7:30-9am