**ATD Bay Colonies**

**Board Meeting Minutes April 2, 2021**

**Attendees:** Brian Lopes, Dina Horn, Wendy Picard, Patrick Kelley, Connor Gormley, Michael Merline, Chris Forcino (late start), Lisa Robbins, Judy Nab, Peter Ward

**Absent:** Karen Freedman

**I Minutes** from the April 2, 2021 meeting reviewed and approved with no changes by Lisa, Judy, & Brian

**II Event Update** (Specifics also found on event form in Google Drive)

**April**

* Dry run to be scheduled
* Videos up on website & social media (can sound credit be onscreen during video so as not to take up space in the posting?)
* Connor & Brian to add our members to Wild Apricot for data
* Brian to connect with Gary over survey question, number of attendees and Connor intro length

**III Board Updates**

**CARE**

* CARE+ WOOHOO! Yay Peter! Go Team!
* SOS submission in the works

**Operations**

* Getting to Know You campaign
  + Waiting on Catherine to approve video
  + Dina to reach out to Wendy Williams (attended all events this year)
  + Maybe another campaign with past board members on why they supported ATD BC, montage of multiple people or single (Jamie Millard); potential for addition in orientation
* Summer planning topic: sharing survey feedback with presenters

**Membership** (also refer to statement in Google Drive)

* We have double the required number of Power members
* Will track Dr. Z groupies to see if they join
* Big single meeting increase, bringing in non-members
* Lisa to share with Judy members who have attended 4 or more meetings for volunteer opportunities
* Citizens membership has dropped, expect CVS membership to drop
* Summer planning topic: Recognize repeat attendees (maybe virtual badges?)

**Finance** (also refer to statement in Google Drive)

* Increase in dues
* D&O insurance, Zoom & QuickBooks subscriptions paid
* Potential SOS for our partnership with Crossroads
* Quarterly budget:
  + Program revenue down but expect to recover
  + NEAC reimbursement huge income (and then donation) help

**Marketing**

* Add member sorting question or separate survey for SHRM event
* Promote national trainings for free certification for interested Board member Connor will send
* Connecting with Gary on April event

**Volunteering**

* Judy & Lisa met with Justin from Boston Chapter to review Boston’s orientation; they are bigger chapter so will reduce for our needs; good ideas like adding “+” to newbie Zoom names as way of ensuring inclusion & welcome; per mentoring program potential with another Chapter

**Communication/Social Media/Website**

**Analytics**

* Users continue to increase

**Other**

* Need to start promoting May event
* Will add new Getting to Know You video
* Will add combined donations to Crossroads amount from this year ($2635)
* Will connect with Sonia about intentions to assist next term

**Programming**

* Focus on April meeting

**IV Miscellaneous**

* Upcoming elections: Most returning, Curation & Communications need to be filled; Brian is interested in Communications if Sonia is not; Wendy to take over the rest of Connor’s term; Need influencers; Curation & Operations are good introductory positions

**V Events**

**May:** Patrick to set up dry run, communication plan, and potential video for promo

**June:** Need to email to begin dialog about June’s event

**March**

* Wins: Dr. Z rocks! Plenty of time in breakrooms; thank you Patrick for reigning in Crossroads
* Opportunities: none mentioned

**IV Adjourn**

* 8:59am

**VII Next Meeting(s)**

* Dry run April event 4/9 11am-12pm
* April Event 4/14 8-9:30am
* Board Meeting 5/7 7:30-9am