ASTD Northeast Florida
February 9, 2009 Board Meeting Minutes
Last Revised 2/13/09

In attendance:	Derree Braswell, President-Elect
	Brenda Cohn, Admin Committee Member
	Chris Dibble, VP Programs - eSIG
	Betsy Donnelly, Director
	Marilyn Feldstein, Director
	Bryan Huffman, VP Finance
	Sharon Kimble, President
	Ronnell Lovings, VP Professional Development
	Wendy Pope, VP Programs
	Kamaria Scott, VP Member Involvement
	Christy Sharpe, VP Information Technology
	Paul Stromberg, Administrator
	Rachel Wical, VP Public Relations
Open:	6:05 pm
Adjourned:	7:47 pm

Discussion Items	Action Items
• Sharon called meting to order.	
• Board Meeting Minutes for January were approved as revised.	
• Sharon announced that Lea Bryan had found it necessary to resign as VP Membership because of job constraints. Paul will perform her duties temporarily until a replacement is found.	
• Sharon displayed the draft of fiscal year 12/2008-11/2009 budget for review and discussion. Paul suggested that we should look at the % of actual to budget for last year to see whether budget amount is realistic. He suggested that the difference between actual and budget should be no greater than 20%. If a budget item is not within that parameter we find out the why difference is so large and take that information into account in setting the new budget. approval tabled.	• **Paul and Bryan** will meet and go over details briefly with responsible person for each area of budget so that a proposed new budget can be ready for an email vote by March 1. **Each VP** whose responsibility includes production of income and/or incurrence of expenses must call Paul to schedule these meetings.
• Paul said that some people who were one the wait list for the February eSig could not be seated. Discussion followed on how to avoid members not being able to attend events because of space. Suggestions included getting announcement for meetings out sooner, opening eSig (and possibly regular meeting) registration early for members, holding multiple sessions for eSigs that are in great demand, and giving members preference on the wait list. There was also discussion about finding a larger venue. It was noted that EverBank is a good location and we are not charged for use of space, internet access and AV equipment.	**Chris and Wendy** will explore getting announcements for meetings out sooner. **Christy and Chris** will explore how to open registration to members before it is open to non-members. **Chris** will explore multiple sessions for eSig events, and member preference on waiting lists.
• It was noted that invitees are no longer asked why they will not	• **Christy** will explore the feasibility of a

attend an event. This was a feature of C-Vent. It was suggested that they be directed to Survey Monkey to capture the reason they will not attend. Paul mentioned that it was rare for a decliner to bother giving a reason.

- Bryan suggested that a monthly audit/review of the books be performed. Suggestion was made that quarterly review would suffice and that we might find pro bono help from accounting students at UNF or volunteers from the Non-Profit Center.

- Christy reported on website. When the 1900 listings were rolled over from the C-Vent database, about 1000 contacts had already been eliminated due to contact information that was no longer valid. Volunteer Roberta Maddox was a great help in checking out and eliminating another 200 listings with invalid email addresses. About 1200 persons on the list as Website Guests did not renewed their status and their listings were archived last month. Since then, 44 have contacted us and asked for reinstatement. There are now 477 persons in the database and Paul expects it to exceed 500 shortly. There was discussion concerning the number of people who will see the sponsors' ads on the website.

- There was additional discussion around which website sections/pages should be restricted to give user an incentive to log in. It was suggested that hose who do not register only be permitted to see the home page, membership information, and event calendar. Those who register are automatically added to the database. When they log on, they will be able to see everything except pages restricted to members only. Members who log on will see the restricted pages as well.

- Derree reported on Book Fair. Once about 10 additional books are sold, the cost of all the books will be covered and additional sales will be 100% profit. She suggested we keep the additional books to sell later –a table could be set up near the registration desk at meetings. Rachel suggested that we sell books for the next month or two and any that are still not sold be used as monthly drawing prizes.

- Feedback was received on sponsoring from post-event surveys.

- Beeline will provide use of Webex system for virtual meetings.

- Sharon recommended that we do not sponsor PDSE this year, and that we hold a large ASTD event instead. She said that we did not make a lot on the joint event last year and that the challenges for joint events include funding, risk, and registration due to a disjointed structure for finances, insurance and taxes.

"No" button linking to Survey Monkey so that the reason can be captured.

- **Marilyn** will call Leah Donaldson from the Non-Profit Center to see who might be available.

- **Christy** will make sure that ads are on pages that can be seen by public.

- **Christy** will look into our ability to set these various access levels, and also a system that will send board members and other chapter leaders to a special page when they log on.

- **Ronnell, Wendy and Rachel** will help with book sales.

- **Poonam** is to follow up with those requesting sponsorship information.

- **Sharon** will explore whether SHRM will offer ASTD members a members rate for their meetings if we reciprocate.

She proposed instead that ASTD and SHRM promote and market each other's events and hold joint networking meetings.	
• Ronnell reported that a focus group of 6 to 8 people will be held in March to find out which topics they think would bring value to a "Big Event." Discussion followed as to how the event might be structured -- full day, half day, multi session, etc. Sharon suggested session with Key Note speaker followed by break out sessions. Rachel suggested that we should consider whether the members would be admitted free and non-members charged. Ronnell suggested showing training value (ROI) as a topic, or a panel discussion of City Leaders (Executive Level) on what they perceive as the value of training.	• **Ronnell, Wendy, and Rachel** to continue work on recommendations for a major ASTD event.
• Marilyn suggested that we might be able to provide sessions that would provide Continuing Education Credits for SRHM, which might increase attendance at the sessions.	

Respectfully submitted,
Brenda Cohn, Administrative Committee Member
Paul Stromberg, Chapter Administrator
February 13, 2009