

# Meeting Minutes

## For Meeting of March 18, 2003

**Location:** Regence

**Present:** Dan Vetter, Stephen Gance, Larry Ferguson, Dana Barz (by phone), Rob Russell, Kathleen Bergquist, Jim Maddock, Aaron Munter, Larry Briggs (welcome back!)

**Guests:** Stacy Axmaker (for Theme)

**Absent:** Theme Grenz, Mara Kershaw, Doug Dale, Karen DeDenato

**Minutes Prepared by:** Stephen Gance

Meeting called to order by Dan Vetter at 6:00 pm.

Agenda Item	Discussion	Follow Up/Action
<b>Open meeting (Dan)</b>	<ul style="list-style-type: none"> <li>2/18/03 minutes approved</li> </ul>	
<b>Treasurer's report (Kathleen)</b>	<ul style="list-style-type: none"> <li>Under budget for Feb.</li> <li>Next on Karen's task list is to followup with Bank of America concerning investment of ASTD funds</li> <li>Karen will also be talking with San Diego chapter about their use of a "sweep" account</li> </ul>	
<b>Volunteer tracking database (Kathleen)</b>	<ul style="list-style-type: none"> <li>The "database" has been informal up to now, mostly within memory about who is doing what.</li> <li>More formal tracking can perhaps be done in a month or so with a new volunteer that Mara has identified who may be interesting in working on Larry B's committee.</li> <li>Larry F. thought there was a way to track volunteers effectively without tracking hours (tracking hours was earlier dismissed as too time-consuming and also difficult to do well since it may mis-represent actual contribution)</li> <li>Jim suggested an annual report to recognize all volunteers (he favored a "story" about the role of volunteers as opposed to a simple relational database that showed roles without context)</li> <li>Dan: Maybe it is sufficient to just track the tasks that the volunteer was involved in</li> <li>Larry F: We should recognize people providing strong event and revenue support.</li> </ul>	<ul style="list-style-type: none"> <li>- Next time: update on tracking volunteers (Mara and Larry B?)</li> </ul>
<b>Facilities Survey (Dana)</b>	<ul style="list-style-type: none"> <li>Only 3 surveys have been returned. Expected a much better response</li> <li>Kathleen: Two years ago, we had gotten much better response from a similar email appeal</li> <li>Stacey though that the survey may be a bit too long, people are likely to put it off until later and later never comes</li> <li>Maybe there is a way to seek speakers and facilities at programs and other events               <ul style="list-style-type: none"> <li>It was decided to put this on program evaluations and to call those who indicate interest</li> </ul> </li> <li>Kathleen suggested updating our current list of meeting rooms</li> <li>Jim suggested building a list of commercial facilities</li> </ul>	<ul style="list-style-type: none"> <li>- Kathleen will update program evals to ask about facilities and speakers.</li> <li>- Create a BB topic on speakers and facilities</li> </ul>

	<ul style="list-style-type: none"> <li>• Facilities can be in various places throughout Oregon</li> <li>• Jim suggested that this become a bulletin board topic, everyone agreed</li> </ul>	
<p><b>Board member goals (Dan)</b></p>	<ul style="list-style-type: none"> <li>• Each board member discussed their ongoing efforts at meeting the yearly goals</li> <li>• Dan: Planning past-presidents meeting for May; sent emails to all past presidents post-1982.</li> <li>• Larry F: Senior initiative has started with positive results (first program March 27); there is no progress yet on mentoring, will take with Jim and Dan; Will talk with Rob, Dan, and Kathleen on succession planning (for next year)</li> <li>• Jim: Community service initiative first meeting is 4/12 with 12 people signed up; Second session will be about planning (Linda Crafts is helping), BB thread was started concerning this initiative; Mid-May turnaround needed for ALC speaker</li> <li>• Kathleen: Next task is to check into investments; 2003 is external audit, seeking names from CPA; I've covered the internal audit even though we haven't done an a full review with a finance committee, but we have done enough to qualify as a complete internal review; Starting discussions with Mara and Theme regarding marketing; Codes are now available for board members to "pay" for events</li> <li>• Dana: Speakers and facilities survey will be used to generate a web page resource</li> <li>• Aaron: Implementing BB is done; Efficiencies in web sit maintenance is being discussed with Kathleen; Will talk with Dana about Sig/Gig presence online in BB.</li> <li>• Larry B: Appreciation banquet not yet planned; ready to start again on volunteer recognition</li> <li>• Steve: Online "community" in BB still a work in progress</li> <li>• Rob: FOT starts in 3 weeks, 8 people already signed up; Need to plan Fall Next Level series; Built an initial list of training resources and references to put on the web site (see handout)</li> <li>• Larry F: Will work with Mara to describe ASTD to 58 trainers at Nike; plan to demo site and BB.</li> </ul>	<p>- Aaron will set up a private BB topic for ALC speaker discussions (Jim)</p>
<p><b>Marketing team update) Stacey Axmaker)</b></p>	<ul style="list-style-type: none"> <li>• New design for postcard was completed (done by Kara Goldhammer)</li> <li>• Stacey attached names to many of the 100 top companies (problem before was that no individual was identified to receive mailings and many were returned as a result)</li> <li>• Kara Goldhammer will serve as the marketing liaison for the elearning sig (other marketing team liaisons to other Gig/Sigs are planned)</li> <li>• Kara is working on an event communication strategy that would start 6 weeks before an event</li> </ul>	

	<p>and involve multiple reminders in multiple forms</p> <ul style="list-style-type: none"> <li>• Lucy Tanner is taking over affiliate calendar (she has had little luck getting info from affiliated orgs)</li> <li>• Stacey will take over contact with colleges and community colleges (business schools as well)</li> <li>• Sponsorship program: Have a draft letter of contract that has been reviewed by Kathleen to make sure it is consistent with our non-profit status). There is more to be learned about how to do this but it seems the tax implications, at least, are understood</li> <li>• There are several people whom Theme has been talking to about sponsorship</li> </ul>	
<b>BB update (Aaron)</b>	<ul style="list-style-type: none"> <li>• We need to discuss BB use for programs but it should be a conversation with Doug and others associated with program planning</li> <li>• Use of the BB has been limited to a core of people mostly associated with the technology committee. Aaron will prepare ideas for each VP on ways to use BB support their efforts.</li> </ul>	<p>-- Aaron will prepare ideas for each VP on ways to use BB support their efforts. -- Aaron will set up an area for Board discussions now being done by email</p>
<b>Senior Initiative (Larry F.)</b>	<ul style="list-style-type: none"> <li>• Cheryl Alstrin (sp?) has worked hard organizing the 3/27 session at Pacificorp.</li> <li>• Rob plans to attend and will try to seek ideas for Training at the Next Level series.</li> </ul>	

Meeting ended at 7:45 pm

Next meeting is scheduled for Tuesday, April 15<sup>th</sup>, 6 pm at Regence (bring your incomplete tax returns).