



**Cascadia Chapter
Board Meeting Minutes
May 20, 2008**

Location	Providence Academy
Board Members Present	Liza Greene, Kelly Orehovec, Julie Bulrice, Shari Ward, Christine Martell, Pat Lake, Theme Grenz, Angela Watson, Colleen Olson, and Kathleen Bergquist
Board Members Absent	Lenny Borer, Rob Porter, Nancy Seebert, Sean Harry
Guests	None
Minutes Prepared by	Colleen Olson

Item	Discussion	Handout	Follow-up/Action
Call to Order	By Liza Greene, President at 6:15 p.m.		
Minutes	Approved April board meeting minutes as written		Approved unanimously
President's report Liza	<ul style="list-style-type: none"> ❑ Moved the WLP Gallery Walk/Brainstorming Discussion and Decision Making from the May Agenda to the June Agenda. ❑ Liza distributed Thank You notes and recognition to board members from the e-team. ❑ Discussed options for hosting future board meetings. Kathleen reported that video options are expensive. Alternative locations will be considered with more information to follow. 		Liza to provide additional information about the July meeting location.
Finance Report Kathleen	<ul style="list-style-type: none"> ❑ Kathleen presented the financial report for Sean. 		Approved
Mailing List and Web Ad Pricing	<ul style="list-style-type: none"> ❑ Kathleen presented information regarding a rate increase to purchase mailing labels of our member database. This database includes a list of members who have opted to receive solicitations/advertisements. Current mailing label rates are: \$50 for members, \$75 for nonprofits, and \$125 for corporations. Following discussion, the board approved a rate increase of \$25 per category for mailing labels. The new rates are as follow and are effective immediately: \$75 for members, \$100 for nonprofits, and \$150 for corporations. ❑ Colleen presented rate increase information for web advertisements. Individuals, affiliates, and nonmembers can purchase ad space. Advertisements are placed on the chapter website and are highlighted in the monthly e-mail, which is distributed to all chapter members. The new monthly e-mail format prominently displays paid advertisements. Website advertisements will be clearly featured in the website redesign. Following discussion, the board approved the following categories and rates for paid advertisements: \$40 for members, \$60 for nonprofits and affiliates, and \$75 for 		

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	<p>nonmembers.</p> <p>Board discussion on this topic concluded with agreement that traffic analytics will be monitored for click through rates. The marketing committee will be working to strengthen relationships with affiliate organizations – attempting to increase marketing income.</p>		
Roundtable Discussion	<p>Kathleen</p> <ul style="list-style-type: none"> ❑ Discussed the purpose of the WLP Gallery Walk activity (June Agenda activity). This activity is designed to gather insights from the board on definitions and terminology around what it means to be a Workplace Learning Professional. This information will be delivered throughout the website and marketing materials. ❑ The new marketing materials were introduced including the table top displays and the marketing flyer. <p>Angela</p> <ul style="list-style-type: none"> ❑ Started membership calls. If you still have calls to make, please let her know if you will not be able to complete the calls. ❑ Trial membership letters were sent to national members within our region who are not local members. We immediately received 20 new memberships. These are all new members to the local chapter. Marketing flyer will be sent as a follow-up. ❑ Announced she is meeting with board members to discuss ways to strengthen our new member orientation and membership meetings. ❑ Sean and Angela presented at a PSU class. <p>Colleen</p> <ul style="list-style-type: none"> ❑ Information included in the update. <p>Theme</p> <ul style="list-style-type: none"> ❑ Information included in the update <p>Pat</p> <ul style="list-style-type: none"> ❑ Reported a great success with the Fundamentals of Training – with 30 participants resulting in both a registration and financial increase. ❑ eLearning Series is coming in June. ❑ Talking to the American Society for Quality – providing an overview of ASTD and workplace learning profession. 		<p>Send out follow-up letter/e-mail to new joint national/local members</p> <p>Complete membership calls and return forms to Angela</p> <p>Sending questionnaire board members to gather input on orientation and membership meetings.</p> <p>Get marketing materials for Pat to distribute at ASQ meeting.</p>

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	<p>Christine</p> <ul style="list-style-type: none"> ❑ Started using a “Keep, Stop, Start” feedback form at the Michael Grinder session. Some completed forms were returned.. This form will be included in future programs as opportunity to connect with members and gather insights. Discussions encouraged board members to use forms as a discussion tool. ❑ Podcasts are growing. Recording 2 months to 6 weeks prior to events to build momentum. Board members need to gather their information sooner to be highlighted in podcasts. ❑ Blog needs to be reenergized. Christine will assign board members a topic. <p>Shari</p> <ul style="list-style-type: none"> ❑ Still gathering information about volunteers. Please send her volunteer information if you have not done so <p>Julie</p> <ul style="list-style-type: none"> ❑ Information included in the report. <p>Liza:</p> <ul style="list-style-type: none"> ❑ Will announce a new location for the July meeting in the near future. <p>Kelly</p> <ul style="list-style-type: none"> ❑ There will not be a mid-year retreat. The next retreat will be in the fall. 		<p>Respond to Christine with Blog interest.</p>
Adjourn	The meeting was adjourned at 7:45. Robert Rules of Order will be reviewed at the next meeting.		