

Cascadia Chapter Board Meeting Minutes

General Info



CH 8029



Date/Time	February 16, 2010
Location	Standard Center
Board Attending	Melinda, Michele, Pam, Karen M, Vikki, Suzanne, Holly
Remote	
Guests	Lillian, Marla
Board Absent	Kelly
Documents	Marketing Plan Tactics (on Huddle)

Action Items		
Person	Item	Due Date

Notes:

- January meeting minutes voted and approved
- Financial report voted and approved
 - We have not had to access our reserve account
 - Anticipate conference registration funds will begin coming in April
- Lillian and Marla presented membership survey results
 - Out of 1400 valid requests we had 258 responses
 - 62% of responses were from current members
 - Many of the key suggestions from the survey have already been addressed
 - We plan to communicate a summary of the results at the membership meeting on February 18th.
- Marketing goals Q&A
 - What is the relationship and function of “responsible” and “participants” in the marketing matrix?
 - Responsible person is the lead from the Communications team
 - Participants may be called upon to offer input in various forms such as information, tools, or attendance at a meeting
 - How are we going to centralize and prioritize volunteer needs?
 - There was some discussion around this topic, but it is a work in progress. Karen and Michele will talk outside the meeting
 - Can we clarify the reasoning behind targeting the green industry?
 - It’s a growing market with assumed increase in training components. We are targeting large organizations.
- Speaker Policy
 - The policy is posted on Huddle with comments

- We decided that we will not provide presenters with comp'd registrations. If there is a specific special need, then the presenter will need to get approval from the President or VP of Programs.
 - We decided that we would not limit the number of clients and contacts in attendance providing they have paid for their seats.
 - We tabled the discussion of allowing videography due to the complex nature of the discussion.
- ODN Partnership
 - After some online discussion via Huddle, we have decided not to pursue joint membership
 - We will provide a direct link on our website to ODN's calendar page
- CE credit applications
 - We agreed to centralize the application for CE credits with the Secretary. A worksheet will be provided for program coordinators to complete and return to the Secretary. The Secretary is currently working on HRCI credits for the regional conference and will add other crediting organizations as appropriate for our various programs.

Parking Lot:

- Further discussion offline regarding videography at program events

Next Meeting	
Date/Time	March 16, 2010, 5:30pm
Location	Standard Center
Notes	