



Cascadia Chapter Board Meeting Minutes



CH 8029

General Info

Date/Time	February 15, 2011
Location	Newport Bay Grill Board Room 10935 SW 68th Parkway Tigard, OR 97223
Board Attending	Melinda Laubscher, Ron Marley, Grant Axtell, Suzanne Bader, Kathleen Elliott, Stephanie Sarver
Guests	Kathleen Bergquist, Bob Lewis
Board Absent	none

Action Items		
Person	Item	Due Date
All Directors	Post two action items related to the five focus areas identified during the group discussion.	February 23, 2011

Notes:

1. Welcome / Check-in

The meeting was called to order at 5:58PM.

2. Agenda Review

The agenda was reviewed and no changes were identified.

3. January Board Meeting Minutes

Grant moved and Kathleen Elliott seconded the motion to approve the January 2011 minutes as submitted. The motion carried without discussion, with Melinda Laubscher abstaining.

4. Financial Report

Kathleen Elliott presented a summary of the February budget report. Expenses are on track. Grant Axtell moved to approve the budget; Ron Marley seconded the motion, which carried without discussion.

5. Board Member Reports/Goal Check-in

Grant Axtell reported that Kathi Kroop has resigned from her role as VP of Programs. He is currently focusing on recruiting an Associate Vice President of Monthly Programs. The

Associate Vice President of Series, Susan Van De Water, resigned. Pilar Montejo has been recruited as her replacement. Grant also reported that the May program has been scheduled. The March 3 session will address certifications. A conference keynote speaker has been selected. The conference is seeking sponsors and exhibitors.

Suzanne Bader reported that no progress was made in strategic planning owing to other demands. She attended a pilot program for Managing Learning and Development. Joel Sinclair has been recruited as the Associate Vice President of Volunteer Management.

Ron Marley reported that he had been hearing concerns from SIG and GIG leaders that support activities done in the past were no longer being done. He indicated a willingness to take on more promotion of events in the absence of a VP of Marketing. Discussion ensued which focused on the January Board decision to limit support of SIG and GIG events. It was suggested that Ron share the decision with interested parties.

Kathleen Elliott, Stephanie Sarver, and Melinda Laubscher had nothing to report.

6. Business manager report

Kathleen Bergquist reported that two Conference sponsors from last year have indicated verbal interest in returning. The Don Kirkpatrick program was highly successful. Kathleen has created a new program registration database to capture profiles, which will provide valuable marketing information for the Board and conference exhibitors. She also reported that Judy Unrein has volunteered to help on a social media strategy.

7. Becoming a more welcoming organization

Bob Lewis was introduced. He led the group in a brainstorming session to identify key areas of concern as it related to member and volunteer engagement. Five focus areas were identified: the need for objective data about membership; the need to engage volunteers/members; programs; chapter organization; and emotional connections.

A nominal scoring exercise was completed and determined that the group identified chapter organization as the highest concern (31 points), followed by the need for data (25 points); volunteer/member engagement (22 points); emotional connection (13); and programs (0 points).

It was decided that each director would identify two tasks/action items that will drive actions addressing each focus area. Stephanie will post these to a discussion section in Huddle. Directors will complete their responses by Wednesday February 23.

8. New Business

No new business was identified.

9. Wrap Up / Next Meeting

The key priority for the coming week is to post responses to Huddle. The discussion on becoming a more welcoming organization will continue at next month's board meeting.

10. Adjourn

The meeting adjourned at 8:00PM.