



## Board of Director Meeting Minutes

September 12, 2017

6:00 – 7:45 P.M.

---

### ***Attendees:***

Jennifer Baker, President  
Craig Marek, VP Administration  
Dani Beckman, VP Marketing  
Frank Clemente, VP Membership  
Bob Park, VP Programs  
John Rush, VP Finance  
Bryan Hall, incoming VP Programs  
Julie Tettmar – incoming VP Membership  
Nealand Lewis, incoming VP Administration & Governance  
Branden Coleman, incoming VP of Professional Development

### **President, Jennifer Baker**

Jennifer welcomed everyone and commented that the future Board members can shape the meetings however they choose.

Volunteer of the Month – The October volunteer is announced in the September Chapter meeting. The PDD Planning Committee was nominated. It was suggested that still shots be used for the Chapter meeting.

Chapter elections – The chapter elections are complete. The bylaws are complete. Each Board member needs to have a transition plan. Where are you? What have you left to do? Do you need help?

LIM – The event begins on Wednesday afternoon with the Joint Region 5 and 14 Meeting from 3-5 pm. Everyone has been registered with the exception of Branden. Hotels are reserved. Look at flight options by the end of this week.

**Need Driver's license, Date of Birth and preference on when to fly.** Not all chapters in Region 5 will be attending. There is a breakfast for "first time" attendees. It is important to be there. **If you have menu challenges let Jennifer know** so that they can work with it.

Venue for Next Year – Current pricing at Byron's is increasing which will mean that dinner prices will have to increase. There are recent concerns regarding parking which makes it less palatable. Likely looking at increasing ticket price for Chapter meetings. Heist Brewery and Olde Mecklenburg Brewery are the least costly, however, they are not centrally located. There is only room for 2 tables. Byron's charges for extra table. Several venues have been contacted for comparable pricing, features, etc. Some venues have maximum capacity of 120. Dani commented that with anything

after work it has to provide food, whether people have to purchase it or not. Can't have 1 sponsor per meeting – currently have 7 regular sponsors. Can't raise enough money. It will require a change. Jennifer reminded the group that the lowest item on the survey was sponsor engagement. No matter what, ticket prices are going to have to be raised. It's easier if we say that tickets are \$20 every month. However, this could change depending on the speaker. Maybe not have food – such as a networking event. John stated that the venue paints the picture for the environment. It has become monotonous. We need to encourage more people to attend. It's comfortable with the setup for the sponsor's at Byron's. How do we envision engaging membership to attend? The main goal is “ How do we create an environment so they want to come back month after month?”

If this approach is palatable (variable ticket prices that adjust to venue and speaker), will continue down this path. Or, keep the same format we have now. What will create the best environment? Sit down plated meeting or do we think delivery and format has to adjust? More engaged speakers were more highly received and rated. Need to make the meetings more inter active – move membership toward a different type of meeting. Don't think that staying where we are makes sense; inconsistent service, ADA and parking. The challenge is how do we do this? Have to start the planning for contracts and menus. We have the option to stay where we are and increase the ticket price and we have AA challenges and grumbling about parking situation. Another option is to keep traditional chapter meeting as we do now but add other things – not in place of. We have to be careful if we switch up meeting venue every month. Only required to do 1 meeting a month. If we don't meet monthly will have a challenge to have people come back – will lose attendance. In adjusting meetings have we considered where people work vs. where they live? Perhaps survey folks at the next Chapter meeting. Need to get member input. Already had input from members about what they are paying at Byron's.

The consensus among the Board members was to look at switching things up for 6 months to get folks more engaged and then in March or April do a spot check. We are not here to serve sponsors but to serve the members. Choose a change that offers most for our members. **Need to set some criteria around what does a successful trial look like.**

### **John Rush, VP Finance**

Transition Document – Behind on creating transition document but will have better update by October meeting.

Budget – Doing fairly well. Approximately \$14K ahead. Expect that the rest of the year.

Income & Expense Comparison – Revenue has been lower but so has expenses vs. last year.

### **Craig Marek, VP Administration**

Transition Plan – This has been done. Met with Nealand on the 5<sup>th</sup> and reviewed a transition document. Nealand feels very comfortable about coming in next year. Planning an October 5<sup>th</sup> transition meeting. All from Administration and Governance have been invited.

By Laws – complete and will be published this month.

Chamber Liaison – Two of the three liaison are not eligible to attend the Young Professionals after work mixer. Nicole will attend. Suggested that 1 or 2 volunteers be sought to serve as advisors to the Board. **Nealand, Dan and Nicole to discuss.**

Military Liaison - Continue to try and connect to the right resource at Charlotte guard/reserve units. Onward 2 Opportunities continue to host transition classes that we support. Last class had 75 participants, of which 25 expressed interest in Project Management (people planning to get out of military). Working with Air Guard and Reserves in Charlotte to get information on project management.

BOD Operational Calendar – Need to be sure information is getting to Emeritus Board. Nealand needs to come off the list and Craig added.

### **Dani Beckman, VP Marketing**

Name Tags – have been redesigned and they are with John for review.

Volunteer positions – all positions are now filled.

PDD – Planning continues. There are 6 registered for the master class and 125 registrants for Saturday. The breakeven is 20. We are two weeks away. Working with PDD on Sponsorship, Marketing and Speaker details. We did a bagging session on Sunday for the swag items. Several emails have been sent to members and non-members. Art and Christine are making phone calls to companies (special code) offering specials to register their employees for the event. Posting to social media and an ad in Better Business Journal. **Need mention at next week's meeting.**

### **Frank Clemente – VP Membership**

PDU Submission – All good this month. Took information on contacts and sent information to Frank. Julie open to using her own personal computer for volunteer registration.

Open Position – Sue Rust will be leaving Data Base Coordinator position end of December. Recruitment is in process. Will be posting open position. **Important to get someone in place before end of December so that transitioning can take place.**

### **Doug Harrington, VP Professional Development**

Transition Plan - Brandon and Doug have been communicating. Doug is working on documentation. Brandon added to systems. **Check to see if he can log onto everything. Needs a list of what he should have access to.**

### **Robert Park, VP Programs**

Transition Plan – Succession plan is complete to Bryan. Will get together to discuss in detail after PDD to be sure there are no gaps. Continue working to optimize the whole speaker sourcing/engagement process. Outliers seem to be an issue. Going to work on before transition is complete.

Chapters - Gastonia ceased operation this month. No participation going on, but Jacksonville and WLKN still need assistance. Issue is with getting them engaged. Sadania Miller has joined Ballantyne as a new co-chair. Hampton and Bryan are leaving Ballantyne so will need to ensure Donna and Sadania are okay on their own. Mooresville – Jeannine is back to work. Jennifer request to be kept updated on her participation as a co-chair. **Work with Bryan to get a list of all people on the team for September Volunteer of the Month.** Need a brief what they did (short paragraph). Special

Events planned for 2<sup>nd</sup> half of September and month of October (like Skillfest/PMP Prep Class). There will not be a traditional meeting in October.

Include slide in this month's chapter meeting to congratulate Mike DeCicco on his promotion to Lt. Col.

Chapter Meeting Survey – Input was good. Only 8 people communicated. The yellow areas need to be areas of focus for us. Have removed sponsor engagement question.

Emcee Schedule – Julie can emcee October.

Volunteer of Month – For October keep as is. For November put Michael DiCicco as volunteer of the month. An announcement needs to go on website and October newsletter.