

Minutes of a Meeting of the Board of Directors

August 17, 2020

A regular meeting of the Board of Directors of the Association of Talent Development Kansas City Chapter was held on August 17, 2020 via Zoom. Amy Swaminathan called the meeting to order at 6:17 PM.

Directors Present via Zoom

Amy Swaminathan, Shannon Swift, Paul Christianson, Pete Nielsen, Tracy Roudebush, Angela Buzard, Art Gangel, Piper Stone, Sally Koppy, Tyler Dixon, Diana Ruggles, Mikki Johnston

No guests were present.

Approval of Minutes

Amy Swaminathan presented to the Board the minutes of the July 20, 2020 meeting of the Board for approval. **A motion was made by Piper Stone to approve the minutes as written. Sally Koppy seconded the motion. The motion was unanimously approved.**

Committee Reports

Programs		
Previous Commitment	Current Activities	New Commitment
	RFP went out for Fall Conference.	Piper will get copy to Tracy for website (Fall Conference).
		Tyler will look for possible social media backups.
<p>Discussion:</p> <p>EiP was a great event and awards are being delivered this week.</p> <p>There is no recording of the EiP due to file corruption. Piper will check with Christy for possible still shots of EiP.</p> <p>We had 90+ attendees for EiP.</p> <p>Registrations are at 3 for Fall Conference but marketing is just ramping up.</p> <p>Volunteer update: The number is sufficient and that is a very engaged group.</p> <p>Marketing is the greatest need.</p> <p>Theme is around the idea of creating sense out of chaos but is not necessarily focused on COVID.</p> <p>We should look nationally for speakers since Fall Conference will be virtual.</p> <p>Task: Board members each made personal commitments...</p>		

- Amy: Reach out to another professional group to have our event shared at their events
- Shannon: Reach out to 10 speakers
- Sally: Reach out to 10-12 speakers; talk to Heidi about putting it on her network
- Art: Reach out to whales
- Paul: Reach out to his LinkedIn community for speakers; will mention it on the next NAC call
- Tracy: Reach out to LinkedIn community; will post expanded text on conference page of website
- Diana: Reached out to a few potential speakers
- Angela: Reach out to Midwest members

SIG and GIG events are being developed

Marketing and Communications

Previous Commitment	Current Activities	New Commitment
	Kelly is working on new graphics.	Tracy will explore Google Analytics and will see if there are free options that are suitable.
	Small proof of concept pages will be made before full implementation.	

Discussion:

Post-conference is the goal for the website's go-live date.

Tracy will narrow down the pool to email blast the scholarship information – later in the week of 8/17.

Tracy will do a blast every week until the end of September and then will increase until the end of registration.

Cellphone number blast will be investigated but logistical issues make that a challenge.

Finance

Previous Commitment	Current Activities	New Commitment

Discussion:

Membership and renewals has seen a recent increase.

Finances are in a good place even with recent expenditures.

Sally needs to meet with financial review committee.

Kara is finishing the prospectus for sponsorships and the effort to reach out to potential sponsors will start the week of 8/17.

Membership		
Previous Commitment	Current Activities	New Commitment
	Talking to lapsed members. Ambassador team is doing that communication	Will have more information collected from lapsed members.
<p>Discussion: Diana did a data search and reduced the amount of unusable data. Parameters: Recency of logins and activity Still urging members to update their information.</p>		

Succession Planning		
Previous Commitment	Current Activities	New Commitment
<p>Discussion: Fourteen second interviews are either completed or scheduled and about 10 more still to be scheduled. Director of Member Outreach is needed. Director of SIGs is needed.</p>		

Volunteers		
Previous Commitment	Current Activities	New Commitment
		Tyler will look for possible social media backups.
<p>Discussion: Tyler checked in with Sally about finance volunteers but those committees are set.</p>		

Strategic Partnerships		
Previous Commitment	Current Activities	New Commitment
<p>Discussion: No update.</p>		

Bylaws		
Previous Commitment	Current Activities	New Commitment
Discussion: No update.		

ALC Update

This will be a full day and anyone attending should plan to take a professional day.

Plus/Delta

Plus	Delta
<ul style="list-style-type: none"> • Keeping things in Basecamp has been great this week. • The discussion around some of the larger events was productive and positive. • 	<ul style="list-style-type: none"> • Technology worked against us a bit tonight.

Close

The meeting adjourned at 7:32 PM.