



Minutes of a Meeting of the Board of Directors

November 16, 2020

A regular meeting of the Board of Directors of the Association of Talent Development Kansas City Chapter was held on November 16, 2020 via Zoom. Amy Swaminathan called the meeting to order at 6:32 PM.

Directors Present via Zoom

Amy Swaminathan, Shannon Swift, Paul Christianson, Pete Nielsen, Tracy Roudebush, Deb Lewis, Angela Buzard, Art Gangel, Piper Stone, Sally Koppy, Kara Doak, Tyler Dixon, Shelley Etzenhouser, Jana Meyers, Kelly Zamboni, Megan Galloway, Tyler Dixon, Mikki Johnston

No guests were present.

Approval of Minutes

Amy Swaminathan presented to the Board the minutes of the October 12, 2020 meeting of the Board for approval. **A motion was made by Piper Stone to approve the minutes as written. Tracy Roudebush seconded the motion. The motion was unanimously approved.**

A Word from Art

Update from Art about the retreat and suggestions for transition of personnel.

2020 Commitments

Update from Art about the retreat and suggestions for transition of personnel.

2020 Operating Plan

Committee Reports

| Programs | | |
|---|-------------------------------------|----------------|
| Previous Commitment | Current Activities | New Commitment |
| | Planning for December Social event. | |
| <p>Discussion:</p> <p>Upcoming events were discussed including December's.</p> <p>Appearance of posts is changing to use video format more and interactive tools.</p> | | |
| <p>Operating Plan (goal):</p> <p>Fine-tune SIG programming: Pivoted when COVID shut everything down.</p> <p>Launch GiGs</p> <p>Improve diversity: Looking forward to partnering with other orgs in 2021.</p> | | |

| Marketing and Communications | | |
|---|---|----------------|
| Previous Commitment | Current Activities | New Commitment |
| | Finishing plans/work to update website. | |
| <p>Discussion:</p> <p>Planned website outage on Saturday, 12/10 to accommodate changeover to new site.</p> <p>Discussion about Planned Events page to save information for upcoming events.</p> | | |
| <p>Operating Plan (goal):</p> <p>Improve social media presence: Has gone well and can continue to fine tune.</p> <p>Promote and model the use of Basecamp: has gone very well, great adoption by Board; opportunities for education around Basecamp exist</p> <p>Improve effectiveness & efficiency of communication & marketing: Tracy will have pre-scheduled events to tweak a cadence for information pushes and reminders</p> | | |

| Finance | | |
|--|--|----------------|
| Previous Commitment | Current Activities | New Commitment |
| | Financial Review is in progress and nearly complete. | |
| <p>Discussion:</p> <p>Everyone got their numbers in. Thank you!</p> <p>Numbers will be going in the red a bit, but we need to spend this money on our members.</p> <p>All sponsorship money has come in. We exceeded our annual goal by \$500.</p> <p>Some scholarship moneys did not show up in the financial review.</p> <p>When and how we share the financial review – Art can present at the Retreat. This should become part of an annual process.</p> <p>Many thanks to Sally for her impressive service throughout the years – she’s a great resource especially for new Board members.</p> | | |
| <p>Operating Plan (goal):</p> <p>Establish scholarship plan: this was established, and several scholarships were given, but did not have as many applicants as there were scholarships available – submission has been accepted by SoS!</p> <p>Maintain and grow effectiveness of Finance Team: worked well as a team, looking forward to improving next year</p> | | |

| Membership | | |
|--|--------------------|----------------|
| Previous Commitment | Current Activities | New Commitment |
| | | |
| <p>Discussion:</p> | | |
| <p>Operating Plan (goal):</p> <p>Promote continued member engagement: grew the ambassador program</p> <p>Manage the Member Experience: followed up with lapsed members, will update data more routinely; great programs helped with this</p> <p>Maintain and grow effectiveness of Membership team: used Basecamp effectively</p> | | |

| | | |
|--|--------------------|----------------|
| Volunteers | | |
| Previous Commitment | Current Activities | New Commitment |
| | | |
| <p>Discussion: We are thanking the volunteers and BoD at end of year event.</p> | | |

Plus/Delta

| Plus | Delta |
|---|--|
| <ul style="list-style-type: none"> • Going over the goals was good – sometimes they are recorded and never revisited. This creates a living document. • Efficient shares – everyone was prepared. • Having new Board members invited to this meeting was good. • Learning more about people outside of a professional context was fun. We should do more of that. | <ul style="list-style-type: none"> • Sharing the screen prevents all faces from being visible on Zoom. Link documents in chat so that sharing isn't necessary. • Deeper dive into introductions for new Board members. |

Close

The meeting adjourned at 7:41 PM.