

Pensacola Area Chapter ASTD

Board Minutes

Date: 6-1-09

Meeting Place: SkillQ Office

Time: 5:00 pm -6:00 pm

I. Announcements/Miscellaneous Items

A. Miscellaneous Items/Discussions

1. Scott did not renew the mailbox in time for the Post office to send the mail that was sitting in it back to the senders. He re-opened the box, but he is also going to get in touch with National to make sure that there are no other ramifications.
2. Wendi wants to make sure that we can send someone to the meeting that Wendi was able to attend the meeting she went to last year, which will cost approx. \$3-4,000.
3. Upcoming programs: Karen Siczka will be "Where's the Next Great Idea" for the July meeting. The fall conference will not work for them – their calendar is full, but they are still interested in doing a mini-conference at the beginning of 2010.
4. Brian Jones, certified in "5 Dysfunctions of the Team" may be able to be our speaker for August if Greg Stevens is unable to come.
5. The next board meeting will be on June 6 at 5:00 at SkillQ.

II. Business Discussed

A. Old Items of Business and Action Proposed

1. Review of previous chapter meeting – the meeting had excellent reviews for those who attended, however attendance was far lower than it has been for other topics, such as Ramonas. There were 14 people in attendance.
Action: Assess each meeting as a separate entity for marketing, and determine whether or not the topic, speaker, speaker's organization, or other variable may be responsible for the growth or lull in attendance.
2. Financial review is that the finances are at \$907. The amount has been about the same for quite some time due to a fairly even amount of money coming in and out. There are 7 non-renewals so far this year, which may account for the lower amount of steady budget.

B. New Items of Business and Action Proposed

1. No one has dropped off or been added as a new members.
Action: Wendi has requested a soft-cell letter inquiring about becoming a member that can be sent out to interested parties. Bob will continue to make contact with those who have attended but have not pursued membership. Jeff suggests charging a small fee to attend meetings, which would make it much less stressful to push membership. Wendi thinks that eventually she would like to find a way to be continually self sufficient while also giving the money back to the community in some way.
2. Need to prevent attendees from getting bored
Action: Wendi suggests polling people at the end of each meeting that strays from the "norm" to see whether or not people prefer that over what the other options are.
3. Offering the option to sponsor a web page as a source of revenue.

Action: Wendi will research how much other chapters charge for similar options, and thinks that \$100/6 mo span per page would be a good starting point. Offering organizations 5 minutes at the beginning of meetings to speak about their products or services for \$30 or so per meeting. This would be revenue without any real effort.

4. Linda brought proposed website changes.

Action:

1. Discuss and implement changes: Have Regular and student memberships, remove all other prices and options.
2. Chapter minutes are probably not required by CORE, and it was decided by the group that it would be more helpful to members and interested parties alike to have available chapter resources such as agenda and handouts.
3. Scott will email Tamika photos he took of Pensacola landmarks

5. The topic for the upcoming meeting, Social networking, may leave many people in the dark.

Action: The issue with going directly into a debate on social networking at our upcoming meeting may turn some people off because they have no foundation for what social networking is. Wendi suggests having an introductory piece which explains what it is on a basic level, just to have a jumping off point. Consensus is to have multiple topics to address, but if people have no experience with the technology, the conversation will go south quickly. Additionally, have some literature included in constant contact as well as at the meeting to cut down on the time needed as an introductory piece, such as a glossary, pictures, etc.

Meeting was adjourned at 7:00 p.m.

Attendees:

Officers and Board Members present:

Wendi Ochs – President
Scott Ginnett – Past President
Jeff Harris – VP of Technology
Tamika Lee – VP of Communications
Linda Wasserman – VP of Programming
Bob Laverty – VP of Membership