

**Emerald Coast ASTD
Board Meeting
OWC
02-16-05**

Meeting called to order by President Grantham at 12:15 pm.

Members present:

Leigh Grantham
Pam Walters
Donna Miller
Juda McAdoo
Becky Spence
Joyce Szilvasy
Bridget Carnley

Members absent:

Karen Sledge

Minutes -

The January 2005 minutes were presented by Secretary Szilvasy. Becky made a motion to approve as presented, second by Pam. Approved.

Finance Report -

Treasurer Sledge was absent but Leigh provided copies of Karen's report for the group. The report was accepted as presented.

Marketing & Programs – Bridget provided the members with a handout that began with the February meeting attendee survey results. She would like to send a composite of the feedback to each speaker with a thank you note. Leigh will email Bridget the format she used last year. The Board members supported the continuation of this practice.

The second portion of Bridget's handout was a 2005 Calendar of Presenters. She reviewed the list and the board discussed the need to confirm our speakers as soon as possible so we may then market our meetings. Our May workshop format, Taming the Paper Tiger, was discussed. We will have registration from 8:00 to 8:30 with continental breakfast, workshop from 8:30 to 11:30 and our luncheon meeting from 11:30 to 1:00 as usual. The cost will be \$60 for members and \$75 for non members (this includes lunch). For those who wish to attend just the luncheon the charge will remain at \$10 and \$15. We will split the net profits of the workshop with our presenter, Lee Donald. The members discussed the best way to connect and confirm a joint venture with the FWB chapter of SHRM. The June meeting will be a breakfast meeting beginning at 8:00 am. Plans are in place to conduct a second workshop in October with Mark Wiskup on the topic of Communication. It was agreed that we would follow the same format as the May workshop and hold the training on October 12 due to the holiday. We do not have speakers scheduled for the July, August, September, and November meetings. The final page of Bridget's handout dealt with marketing our programs/meetings. The committee came up with four suggestions for the board. 1- Enhance PR by continuing to use PSA's and see if we can get additional articles in the papers. 2- Have the Marketing, Hospitality, and Membership committees meet as one unit. (they will meet after the 03-08-05 general meeting) 3- Work on prospect list. 4- Develop ASTD cards that could be mailed to prospective members for attending, to thank new members for joining, corporate sponsors, etc. (Bridget will work on

a draft card for review.)

Bridget would like to offer to place a link on our web site to our speakers' web site. The members agreed. Leigh will contact the 2004 speakers to determine their interest in this option.

Hospitality - Pam reported that we had 33 in attendance at the February meeting, with 4 or 5 no shows. The group commented on how enjoyable the networking exercise, music, and decorations were and congratulated the hospitality team on a great job.

Membership - Becky provided an updated member listing for the board members. She will follow up on membership dues on a one to one basis. She reminded the group that dues should be paid by the end of March and if not, those unpaid members will be removed from our current member rolls.

Communications - Donna asked for assistance with new ideas for the newsletter. She will send the first draft to the members for their review and comments prior to publishing the newsletter to all members.

2004 Wrap-Up - Juda reported that she is still working on the financial reviews, but getting close to being finished.

President's Report – Leigh reviewed the ASTD Chapter Risk Assessment Guide with the members. Members were provided copies of the document. Several areas that need attention were addressed. It was decided that we would ask the treasurer, Karen Sledge, to investigate purchasing Director's & Officer's Insurance. We are incorporated and OWC retains liability insurance. Bridget will prepare a draft Presentations and Non-Solicitation Policy as recommended in the guide for the board to review at its March meeting. Leigh will check with our ASTD representative, Ron Peters, to determine if this policy applies to our workshop presenters that co-sponsor our workshops. The group discussed the fact that all of our current correspondence with our membership is by email and that we would have difficulty if members did not wish to receive our announcements, newsletters, etc. by email.

The next board meeting would normally be held on 03-16-05; however, Leigh and Pam will be out of town that week. A date for the next meeting will be scheduled and members notified.

There being no further business the meeting adjourned at 1:30 pm.

Respectfully submitted,

Joyce Szilvasy
Secretary