

**Emerald Coast ASTD  
Board Meeting  
OWC  
01-19-05**

**Meeting called to order by President Grantham at 11:30 am.**

**Members present:**

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

**Minutes -**

The October 2004 minutes were presented by past Acting Secretary Pam Walters. Becky made a motion to approve as presented, second by Donna. Approved with one pen and ink change of the typo of “gifs” in the Trainer tool exchange box under Programs to gifts.

The November 2004 minutes were presented by Pam. Becky made a motion to approve as presented, second by Pam. Approved.

**Finance Report -**

Treasurer Sledge presented her report. Leigh provided a receipt for a \$20 expenditure at Applebee’s restaurant.

Board discussed the 2004 Statement of Revenue and Expenditures. The association had a \$600 profit last year.

Board discussed and reviewed the proposed budget for 2005. Juda noted a discrepancy in the post office box expense. The actual cost is \$38 each year and will be due in August. This charge must be paid in a timely manner or we will forfeit the box. Juda will change the name on the account to ASTD. There are 2 keys to the box.

Board reviewed the fees for area chambers for 2005. Juda made a motion to continue our membership with the area chambers in 2005. Becky seconded the motion. Approved.

It was decided to budget \$310 for door prizes. This will give us 2 to 3 door prizes of a training nature for each meeting and about \$200 for the Christmas meeting.

Board discussed program expense and speaker reimbursements.

It was felt that we may add to our income by conducting a joint seminar in April with the SHRM group. In addition to the April seminar the board discussed conducting a second workshop in October. Several ideas were discussed for speakers, cost, and conducting a half day session in the morning with a continental breakfast. There would be no luncheon meeting with a speaker/program. We need to recognize Susan Van Buren at the February meeting for her volunteer work during 2004. Bridget will bring the gift for the presentation.

Board discussed cost of meals. An additional \$100 was added to the Marketing/Membership budget for additional recruiting expense and/or member incentives.

Joyce reported that the Incorporation fee was \$61.25 plus \$8.25 for a certified copy for 2005.

Juda will follow up with Susan Van Buren to see if she will continue to assist with locating corporate sponsors to offset expenses.

Juda made a motion to approve the 2005 budget as amended. Seconded by Becky. Approved.

The board decided to include our 2005 membership dues invoice in with the next newsletter. Leigh will provide a cover letter and invoice to Donna for distribution.

**Marketing & Programs** - Bridget reported on the results of the membership survey. The #1 topic for programs was, "Making Presentations". A letter has been sent to a list of speaker prospects and she has received several positive responses. She has a possible speaker for April, someone suggested by Gayle Lantz. January, February, and March programs are scheduled. It was noted that the goal of the Marketing committee has been to get as much information out to the public about our programs as possible. We have been doing this through our chamber involvement and the media as well as a prospects list. The supply of ASTD soft briefcases was discussed. Bridget was advised to contact Breeze promotions to order additional briefs. We may be able to sell these to the members at a profit for the organization. \$300 was added to the 2005 budget for this expense. Bridget will bring a draft survey to our next meeting to be emailed to our prospects list.

**Hospitality** - Pam reported that the spreadsheet Karen had provided to keep up with attendance at the monthly meetings was fantastic. She gathered the evaluations from the January meeting and recalled that of the 5 or 6 turned in, our programs had received high marks.

**Membership** - Becky provided the updated 2005 Membership Directory for each member. She will place this on tables at the February meeting and ask for information updates again. We have several new members and will need badges for them.

**Communications** - Donna asked for assistance with new ideas for the newsletter. She will need an article for each speaker and the President will provide a letter each month. Other items to include will be the dues invoice, survey results and the drawing winner, Nancy Murphy. We will bring a digital camera to the February meeting for a group board photo for publication in the area papers, etc.

**2004 Wrap-Up** - Juda reported on the financial reviews that need to be completed. She provided a list of the members on each committee and recommended that we develop a chart/check list for the committees to use. She is responsible for 2003, Leigh will be responsible for the 2004 review and organizing/coordination of the 2005 review. Juda is also pursuing our Federal ID number through the national ASTD association. Joyce will update the 2005 Not for Profit Corporation Annual Report for Florida.

We need to make the donation on behalf of a deceased former member, Bill Peebles. Juda made the motion to donate \$25 to a UWF scholarship. Seconded by Becky. Approved. We will also notify the membership of the opportunity for individual donations.

**President's Report** - Leigh asked that all committees be formed by next month and that the Vice Presidents be prepared to report the names of committee members. Leigh read a thank you letter from the United Way for the contribution the organization had made to Covenant Hospice in the name of our former President, Juda McAdoo. The committee membership questionnaire will be placed on the tables at the February meeting. Leigh shared the SWOT analysis results with the additions from the January Strategic Planning meeting. The board reviewed the 2005 Goals. The board reviewed and discussed the 02-08-05 monthly meeting agenda. The treasurer will prepare a simple monthly report to be shared at the monthly meeting. The minutes will be approved at the board meetings and posted on the web site.

**Other** - It was agreed that Donna and Karen would each have a key to the post office box and would check the box for mail no less than twice a month. Icebreakers for meetings were discussed, something quick but interesting that will assist the members in getting to know each other better. It was suggested that the board and regular members sit at different tables each month.

The next board meeting is scheduled for 02-16-05 from noon to 1:30 pm at OWC.

There being no further business the meeting adjourned at 1:45 pm.

Respectfully submitted,

Joyce Szilvasy  
Secretary