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| West Michigan ATD Board Meeting Minutes | August 6, 20204:00 p.m. |

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| Meeting called by: | Jeff Hoxworth | Note taker: | Valerie Brown |

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| Other Attendees: | Maggie Baker, Valerie Brown, Chayva Chau, Tony Datema, Marcia Genzink, Taylor Smith (Kalamazoo GIG), Jeff Hoxworth, and Amanda Wendling |
| Absences: | Roxanne Buhl, Juston Espinoza, LeAndra Fisher, Connie Halvorsen, Jake Herrera, Krystal Hurne, Tracy Meendering, Mandy Rodgers, Betsy Simpson, Christina Stevens |

# Call to Order

Jeff called the meeting to order at 4:04 p.m. on August 6, 2020.

# Welcome and Good News

#### Welcome! Good news: Amanda’s son and soon-to-be daughter-in-law have finally locked in a location and guest list for outdoor wedding. Tony gets to hire another trainer and is excited to grow his team. Jeff did a tour of the Upper Peninsula and upper Wisconsin in a rented RV. Welcome to Eileen Terrell (NAC, based in Chicago), who joined us.

# Agenda

# Kalamazoo GIG

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| Description: | GIG Update | Presenter: | Taylor |

**Discussion: The** GIG does not have an audience yet, because of COVID. A September meeting is not feasible in terms of turnout or program quality; people have higher priorities. The GIG steering team is meeting virtually every month, with a focus on November as a first meeting.

# VP and Committee Reports

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| Description: | Activity Progress, Challenges, Next Steps | Presenter: | Jeff and Board Members |

**Discussion:**

* **Education** (Marcia): Megan Torrance (Evaluation) is set for September. Also talking to Mary Jane Mapes (storytelling) and Kathy (?) whose forte is virtual training. Can we consider other types of virtual sessions (for example, Ted-type Talks that we discuss). Jeff: We talked about integrating less formal meetings, like a book club, that allow people to network and connect. Erin suggested a presenter who does virtual improvisation.
* **Operations** (Valerie): Valerie delivered the CARE/CARE PLUS spreadsheet of responsibilities to Board Members for their review and revision. We reviewed how they were set up and how Valerie arrived at the responsibilities and due dates. Valerie asked the members to provide feedback. She plans to meet with each member named to talk through their currently assigned tasks.
* **Technology** (Jeff): Christina has been out on medical. Upcoming is to switch over site URL and change name. Jeff will be on call to do that himself (next week). Christina had designed some new website pages, which are better than what we have now. We also need to research Wild Apricot re: storage capabilities. Tom of the Chicago Chapter is expert on Wild Apricot. Erin: Note that Chapter meeting recordings are only open to members.
* **Membership (Amanda):** Not much has occurred in the last 30 days. There are some new memberships. Membership needs to know from Roxanne if Thomas Allott payment was received – it’s an ongoing issue. Roxanne was going to investigate. In the next 30 days, Molly has a member week sale coming up; Amanda will send an email to all contacts, but to do a power membership. She will also dig more into the Emerging Pro showcase. We have 100 University of Farmers personnel and only a handful are members. Jeff: related to that, we are at 32% or 33%. We need just a couple more joint memberships to fulfill our joint membership requirement.
* **Marketing** (Maggie): Last month, we researched different ways of reaching out. Marketing believes shoring up LinkedIn is the way to go. Next 30 days: will create WMATD LinkedIn page. They will post one topic a month for responses/discussion. Jeff suggested posting a question on LinkedIn two weeks prior to a program, and then again after. This provides another form of networking. The Board approved moving to a LinkedIn page.
* **At Large** (Tony):He is looking into bringing ourselves into one infrastructure – let’s upgrade our Zoom account to include the webinar add-on. This will allow more participants and helpful participant stats. He also suggesting G-Suites for Nonprofits – which is free to us. Then we can do Enterprise Google Drive and Google Cloud for storage.It also gives us emails. He is interested to see what Tom can tell us about recording webinars. Tony will send out a motion for voting. Chayva made the motion.
* **Finance** (Jeff): He has been working with Roxanne on developing a budget so we know our spending by end of year. Chayva is working with Roxanne to get the PO Box transitioned. The 2020 990N was sent.
* **President (Jeff):** Jeff has developed a speaker proposal form. We have two people interested in participating on the board: Nita is interested in programming; Thomas is interested in the Operations side. Jeff will be presenting to the Midwest collaborative of other chapter presidents, which is a way of making connections and getting us known. Jeff has also been doing one-on-ones with board members, and as mentioned above preliminary budgeting. Next 30 days: website content; have team create graphics; draft succession plan; document day-to-day workflow for each board position (which will in turn give us operating procedures). These actions will help the next board.
* **At Large (Chayva):** Is available for support. Jeff: she will be very valuable for succession planning.

# Other “Unique” Business

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| Description: | **Items Brought to the Board by Members** | Presenter: | Jeff |

**Discussion:** No other business.

ALC: Tony can attend ALC to represent the chapter. We discussed paying for one to two people a year to attend. Marcia moved we allow Tony to attend and we pay for it. Jeff seconded. Anonymously approved.

Jeff will add CARE update task to everyone’s responsibilities.

# Adjournment

#### The meeting was adjourned at 4:59 p.m.

#### Minutes submitted by: Valerie Brown