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| West Michigan ATD Board Meeting Minutes | October 1, 20204:00 p.m. |

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

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| Other Attendees: | Tony Datema, Jeff Hoxworth, Amanda Wendling, Liz Freedman, Mita Fitzjohn, Roxanne Buhl, Chayva Chau, Krystal Hurne, Marcia Genzink |
| Absences:  | Maggie Baker, LeAndra Fisher, Mandy Rodgers, Christina Stevens, Thomas Allott, Valerie Brown, Betsy Simpson |

# Call to Order

Jeff called the meeting to order at 4:02 p.m. on October 1, 2020.

# Welcome and Good News

#### Welcome! Good news: Tony got a haircut! Welcome to West Michigan and our chapter Liz! Tony may be leaving us (and the country) for NATO (maybe that’s not so good news, at least for the rest of us)! Amanda’s daughter in law returns to the USA from deployment – son and grandchild are leaving to head home next week to join her.

# Agenda

# Kalamazoo GIG

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| Description: | GIG Update | Presenter: | Laura |

**Discussion:** There is still a lot of interest, but given COVID, meeting in September was not viable. We are looking to meet yet this fall.

# VP and Committee Reports

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

**Discussion:**

* **Education** (Marcia): Continuing to look for speakers – Liz did submit a speaker proposal as well. Asked about session dates; Tony will post all dates on Slack. Need Kassy bio to complete the registration page; Jeff forwarded links that Kassy included in the speaker submission form. We still have issues with people registering late and not receiving login info (although much may be user error); discussed closing registration overnight the evening before the event, and communicating more frequently via LinkedIn and email pushes for people to register in advance and let us know if they don’t receive confirmation.
* **Operations** (Valerie): Valerie did not meet yet with Board members re: CARE but will reach out over the next 30 days.
* **Technology** (Jeff): Christina will transition out of the technology role at the end of the year. We hope to have a replacement in place for a smooth transition. Current program registration not on WA yet; Tony to work with Marcia to get it activated asap.
* **Finance** (Roxanne): Got the WA invoice taken care of; has prelim budget drafted; has the new PO box set up, needs to get keys and we’re good to go (no more Lansing!)
* **Membership** (Amanda):5 new members; 2 renewals. Sent congrats emails to recent CPTD and APTD recipients; established student membership/mentorship committee; offer 10 free programs to each college, with expiration date good through Learning Revolution. Need to figure out how to enter in WA, and shared via email, send to college admins and career center contacts. Provide a contact, when interested a student reaches out to a contact for the free code. Amanda will explore sponsorship options for us to discuss next month.
* **Marketing** (Jeff for Krystal and Maggie): pushing content via new LinkedIn page; running analytics which indicate over 60 unique visitors and 120+ overall page clicks last month, and 130+ followers – great numbers! We will determine a shut down of old group page and communicate countdown on that page each week until it self-destructs. Working with the college membership/mentorship committee on communications.
* **At Large** (Tony): Working with Molly (CRM) to get IRS document so we can set up Google account. Once that occurs, everything else will connect easily (email, google drive, zoom, WA, social media, etc…). Working with Chayva on Trivia Night in early November (woohoo!). Requested $180 for trivia night prizes; also discussed volunteering consulting time as part of prize packages. CPTD study group is going well – would love to have recent recipients join to answer questions! Also connecting with CPTD group from east side of the state.
* **President** (Jeff): Jeff documented “SOP” for President role. We should all do that over next couple of months and add to position descriptions for new board member onboarding.

# Other “Unique” Business

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

**Discussion:** No other business.

# Adjournment

#### The meeting was adjourned at 5:07 p.m.

#### Minutes submitted by: Valerie Brown