**ATD Bay Colonies**

**Board Meeting Minutes February 5, 2021**

**Attendees:** Peter Ward, Brian Lopes, Dina Horn, Wendy Picard, Patrick Kelley (stepped away briefly), Connor Gormley, Michael Merline, Chris Forcino, Lisa Robbins

**I Minutes** from the January 4, 2021 meeting reviewed and approved with no changes by Patrick, Peter & Judy

**II Event Update** (Specifics also found on event form in Google Drive)

**February**

* Wendy & Lisa to connect of further planning
* Lisa Sandonato agreed to present
* Dina suggested reaching out to registrants, specifically from Beacon Mutual (new attendees)
* Sonya helped with the call out to volunteers (great graphics)
* Will update detail for communication/social media (Wendy or Lisa)
* Connor to update intro slides

**III Board Updates**

**CARE**

* We are on track to exceed expectations again (aka killin’ it)
* Boston is the Chapter of the month, share on social media – congratulate our Chapter partner
* Herb Dyer request for testimonial (Board approved) Peter to draft, potentially using some comments from the survey from Oct event

**Operations**

* Getting to Know You campaign
  + Peter is up next
  + Plan to share out one video on 15th of every month
  + Like to have member for March video
* Several CVS folks had Zoom link sent to spam-ish folder; Brian offered credit or refund; Patrick to refund 2 registrations
* To avoid spam in the future, set up Zoom link prior to registration opening, then add link to registration confirmation
* Including link to event materials in survey email going forward

**Membership** (also refer to statement in Google Drive)

* Highest member attendance at Jan event; consider keeping virtual when we resume “normal” events
* Watching to see if trend emerges between morning & afternoon events

**Finance** (also refer to statement in Google Drive)

* Currently doing audit for Central MA Chapter per arrangement for CARE
* Normal income high/dip due to FM Global billing
* Standard month

**Marketing**

* Continuing to plan April event with Gary from SHRM
* Chris to add detail to event doc for communications/social media/website
* SHRM wants cost set at $10; Board agrees for this event

**Volunteering**

* Met with Bill Kimble, interested in volunteering in a limited way at this time, would like to produce event or maybe Agile exercise with Board; next step to invite him to Board meeting
* Idea for programming next year, have member ‘own’ an event
* Remind members that all Board meetings are open to members
* Developing member orientation: subcommittee discuss possible pilot for end of April, digital welcome packet to follow; reached out to Boston but no reply (Judy & Peter to follow-up

**Communication/Social Media/Website**

**Analytics**

* Facebook – video created engagement/buzz; can ‘boost’ post for ~ $10
* LinkedIn – 231 followers, video generated high levels of engagement, used Sonya as a sounding board creating posts, changes seem to have worked
* Google- engagement way up
* Twitter activity also increased
* Will provide analytics overview annually for archive

**Website specifics**

* Based on Sonya’s recommendation removed panel from map and used ATD graphics instead
* Text not appearing for some events, may have to remove image to see text on main page
* Promo video for Feb event (Wendy & Lisa to discuss)

**Programming**

* Collaborating with Chris & Gary re: April event, going well, Gary is enthusiastic
* Potential program for next year: Agile or transformation topic

**IV Miscellaneous**

* Can Board roles/positions be repeated? Connor thinks yes but will confirm (audible sounds of relief)
* Facebook group for Wild Apricot support – Wild Apricot Grove, not exclusive to ATD chapters

**V Events**

**March**

* Systems Approach March 26 10-11:30am
* Dry run March 19 10-11am (adding Peter & Wendy, Brian to send link)

**May:** Jack Phillips is confirmed

**June:** Need virtual options for social event

**January**

* Wins: engaging topic, able to put to immediate use
* Opportunities: attendees were low energy; we should make it standard practice for Board to come prepared with questions just in case

**IV Adjourn**

* 8:46am

**VII Next Meeting(s)**

* February Event 2/25 12-1:30pm
* Board Meeting 3/5 7:30-9am
* Dry run March event 3/19 10-11am
* March Event 3/26 10-11:30am Board Meeting 1/8 7:30-9am