**ATD Bay Colonies**

**Board Meeting Minutes March 5, 2021**

**Attendees:** Brian Lopes, Dina Horn, Wendy Picard, Patrick Kelley, Connor Gormley, Michael Merline, Chris Forcino (late start), Lisa Robbins, Judy Nab

**Absent:** Karen Freedman, Peter Ward

**I Minutes** from the February 4, 2021 meeting reviewed and approved with no changes by Connor & Brian

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

**March**

* Dry run 3/19
* Videos up on website & social media (can sound credit be onscreen during video so as not to take up space in the posting?)
* All proceeds donated to Crossroads
* Patrick to connect with Tracy from Crossroads to invite her to event
* Email Patrick to have him invoice Board Members if wanted to donate

**III Board Updates**

**CARE**

* Peter reported pre-meeting that all is well; still waiting to hear if we made CARE+
* Everyone nominated him for President-Elect

**Operations**

* Getting to Know You campaign
  + Member Catherine is up next
  + She should have clips into Brain to make the video for the 15th
* Brain to judge Kansas Chapter’s EIP Awards (starts this weekend) (Check with Peter for possible CARE credit)
* New role (Congratulations!) still strategizes training but has expanded communications role

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

* Presented scorecards at joint VP Membership meeting; SOS to come
* To be a Chapter need 50 members w/ 35% joint membership; BC has 88 members w/68% joint membership
* Retention according to National is members divided by pending members; BC 2021 goal is 80%
* 23 people have attended 3+ meetings

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

* CHip income $40!
* Paid Rob & FM Global has paid
* Expecting big month in April with lots of membership renewals due
* Lisa to connect with Beacon to discuss $45 Group/Company membership discount for 5+ people

**Marketing**

* April event with Gary from SHRM, $10 pp, share flyer Gary made with Dina for distribution; Registration separate, presentation combined
* Promoting National Member benefit changes? Mention locking in membership rate at next event (no increase to Chapter membership)
* Possible topic for next year – Handling change on a personal level
* New job going well (Congrats!)

**Volunteering**

* Connected w/ Erin Jarry (sp?) VP of Volunteers for Boston Chapter; they have 15 min orientation prior to meetings; will investigate further
* Focusing on project-based volunteers; ex. Bill Kimble facilitating Agile mini-retreat for Board
* Maybe use Boston’s idea of a dropdown box during registration to volunteer for that event

**Communication/Social Media/Website**

**Analytics**

* Increase in repeat visitors to website from January
* LinkedIn – increase in activity
* Twitter 225 followers

**Other**

* LinkedIn- several inactive groups for ATD BC Connor to look into deleting them
* Need info to market April event; Chris to share info in Google Drive
* Use mp4 format for sharing videos via website or social media

**Programming**

* Has running list of potential programming topics for next year
* So. CT Chapter connection, Hold the Date section of website was eye-catching, our graphic may be getting lost

**IV Miscellaneous**

* Member Survey – Dina started crafting one, will share via Drive, ask about frequency and preferred type of information, could ask poll questions prior to events, via Facebook & LinkedIn

**V Events**

**May:** Jack Phillips is confirmed

**June:** Need virtual options for social event: comedian? Happy hour? Talent Show? Review of all the weird Zoom missteps?

**February**

* Wins: video tying scavenger hunt together, Breakout rooms big hit, lots of connections being made
* Opportunities: none mentioned

**IV Adjourn**

* 8:46am

**VII Next Meeting(s)**

* Dry run March event 3/19 10-11am
* March Event 3/26 10-11:30am
* Board Meeting 4/2 7:30-9am