

ASTD Northeast Oklahoma Chapter

Meeting Notes March 30, 2010

Location: Tekei's

Present:	Absent:
Linda Adlof	Pauline Harris
Kelly Riggs	Sue Madden
Walt Hansmann	Andrew Griffith
Stacy Boone	
Chris Woodard	
Sam Dutro	
Myra Fanning	
Kara Jones	
Lindsay Plott-Buckner	
Colette Grayson	

Approval of March 2nd Minutes: Minutes to be modified with inserted at top: "All motions approved unanimously electronically following the board meeting." Colette Grayson moved that minutes for March 2nd be approved, Walt Hansmann seconded; motion carried.

Marketing, Lindsay Plott-Buckner

- Request Chapter Boundaries be solidified so we know the territory we are working within. She requested ideas; Community Service Council uses territory put together by US Census mostly with North East Oklahoma and Lindsay will check on these. Walt said that in our current membership we have members from Enid and Stillwater, Pryor, Claremore, Bartlesville. When you're defining territory I guess it would include down towards OKC, we have Norman and OKC Members. Lindsay said she wants to get general ideas of places we want to cover with marketing materials eventually – good to have boundary (maybe to offer on website) where people can see. Muskogee and Tahlequah were also mentioned. She suggested a list of counties be sent out for our review and approval before the next meeting. Someone suggested the Channel 6 News viewing area
- Business Cards – Revisited discussion of business cards. Lindsay could design something like a connect card that has the Chapter Name on it and some graphics and the website and leave the backside blank – you could use it wherever. We could make general card and not call it a business card because National has standards required for business card. Sam said would be a good idea for Special Programs and suggested include contact information to include mailing contacts.
- Website – . Lindsay made motion to change the domain name to www.myneokastd.org seconded by Myra. Motion carried. Domain cost \$10-15 annually; additional \$5/month or \$70 per year. Approved unanimously.

Discussion:

Lindsay talked to Josh who designs websites; he has looked at Wordpress that was a suggestion from Kelly. We may have a fully functioning website up for the Chapter by the end of April. Lindsay would like to have a brand new fresh website for the Chapter. Linda the ASTD site is very limited but we chose to go that way at the time because it was free; next year

they're going to start charging for it. Lindsay has visited with Kara about setting up a website that is easily maintained; in fact she can probably train some of us; it won't be nearly as cumbersome trying to access the National Site. Lindsay proposed purchase of new domain name: www.myneok.org to replace the current www.neok.com with idea that "my" will give our members sense of ownership of the new website and would like to build it so that it is engaging and so that people can feel like they can go there and collaborate in discussions, i.e. Linked In. We can have our Twitter Page posted and promotional videos. Linda asked about cost and stated we've already paid for 2 additional years on the current. Josh has recommended purchasing the \$5 per month in addition to the Domain Annual Fee \$10-15. Question asked if we want to keep the same board email addresses. Walt said it cost a little more for custom addresses. Walt questioned if we planned to keep the other website. It was suggested keep and re-direct to the new site. Stacy said [what happens to] all the documents that are on our current website; Lindsay said can use Google Box move onto new website and give Board Members access. Or can use Google Box to store. Lindsay saw that another Chapter uses Google Box and it works perfectly for them. Could password protect.

Mission Statement

- Lindsay proposed to switch the first two words in our mission statement so that it reads "Inspire me, Develop me, Connect me, Educate me..." rather than starting with "Develop me, Inspire me..." so the graphic does not spell "DICE" me. There were no objections.

Communications-- Kara Jones

- Blast Schedule
- Once a month we send out a blast with all the information from the Chapter--anything for board members, as well as meeting information. Kara questioned if we want to continue sending a meeting reminder a week before the blast goes out? (yes) Discussed whether Kara should send Outlook meeting request or paper calendar electronically. Agreed since not everyone has Outlook or has Outlook that works, Kara will send electronic paper version that each person can put in their calendars. Juli asked about sending every registered participant a reminder day or two before. Linda had asked that the reminder be sent in January from Accommodations because we met at TU. Agreed we probably don't need to send except when the venue changes.

Programs -- Kelly Riggs

- Speaker Gifts: Walt made a motion that the 2010 budget for Gift Card for Speakers be \$1,000 seconded by Kelly Riggs. Approved unanimously.
- Discussion: Kelly suggested that the chapter give monthly speakers a \$50 to \$100 gift card as way of saying "Thank you." It was proposed that if they come from a local area around Tulsa \$50 or if they come from OKC or Northwest Arkansas or that vicinity \$100. Kelly would not advertise it, and as Program Chair, if people ask he just says the status of our organization is that we don't currently take care of any kind of expenses and we know you run a business so if that precludes you from coming we certainly understand. Question of program budget--Gift Card expense not currently included. No speaker is going to come because of a small Gift Card, but what speaker cares about is can I get in front of a group of people who represent a client, even one. You've got to get good speakers to get good people to come and if good people are coming you can get good speakers, it is that chicken and egg thing. If we have to start

somewhere, thus far we've got several good speakers lined up. But every one of them asks, "Tell me about your audience." Our critical factor is developing a core audience. Myra questioned whether speakers are able to sell merchandise. Walt suggested promotion in the back of the room and perhaps rules should be written. Linda said we had an outline for speaker guidelines previously written up. Lindsay suggested once our marketing materials are ready the card be given in one of our new mugs with tissue etc.

- Discussion of Meeting Cost and Venue: With the addition of speakers, Linda pointed out our total meeting costs may become an issue. Sam stated at this point our budget depends on Special Program income. Discussion followed about potential new venue, including Doubletree Warren Place and Renaissance Hotel. Philbrook is certainly beautiful, but we're not making any money. Juli and Myra agreed to research cost of other venues. Discussion about how we need to find location where access is easy..

Special Programs – Chris Woodard

- July Special Program: Walt made a motion to approve the special program with Steve Laswell and proposed budget; Kelly seconded the motion.

The July special program will focus on developing ourselves. The Personal Coaching session with Steve Laswell includes a journal, for \$10. We anticipate about 50 participants. Program aimed at the enhancement of individual skills to leverage one's personal success. Stacy, Linda, and Chris met with Steve to discuss program and cost. Lindsay and Chris talked briefly about marketing the event. Lindsay asked if Steve would be open to 20-45 minutes being video-taped for use by Marketing to show people what has been missed on the website. Chris will ask Board reviewed and discussed potential cost and projected revenue. Walt suggested at some point we consider significant discounted registration for NEOK ASTD Members and to help create value for local membership. Kelly suggests that to create more revenue, we could ask Steve for wholesale options on the Journal. Chris agreed to do so and to discuss having available other recommended reading material. Early Bird Date to be determined. Juli recommended for three (3) or more participants offer a 10% discount. Lindsay and Kelly suggested five (5) or more participants with decision for the discount on multiple participants for five (5) or more.

Accommodations – Juli Couch-Johnstone

- Discussed need to plan for non-diners and change seating arrangements. Juli will confirm the morning of the Meeting to be held at Philbrook, the number of people room to be set to accommodate. 33 people have registered, and estimate adds 10 people. Set up table for total number of participants and instead of place settings, request silverware is placed on the buffet table. Juli will talk with Sam Tuesday then follow up with Philbrook. Lindsay – Twitter will promote. Kelly will find out Speaker needs for the room. Linda will bring projector for Speaker at next meeting.

President, Linda Adlof

- By-Law Change input from member was discussed. Former board member suggested the Awards Committee post could be a voting At-Large board member; Board agreed that the amount of work is greater than the awards program of the past and decided to move forward with the proposed bylaw change that makes establishes a VP of Awards. Change has been posted, will be in email blast and vote will be in May.
- Linda has asked former Board President Andrew Griffiths to chair Bylaw Review Committee, and they should begin work soon.
- Discussion of inclusion of member news on our new website; most agreed.
- Risk Assessment workbook was sent to all board members. Please review and send suggestions to Linda; she will combine all and present for final review. Risk Assessment is requirement for CORE.
- Linda reported that Awards Chair Sue Madden was unable to attend at last moment but, reported awards dinner will be at Ti Amo's. Sue has been talking with Lindsay about promoting Awards plans in conjunction with new website.

Membership, Walt Hansmann

- Liability Insurance quotes obtained CFR. Chubb and one other. More research is pending. Please refer to the Membership March Report distributed. Dr. Pauline Harris will likely not renew her membership.

Past Presidents, Stacy Boone

- Discussed the recent meeting of Past Presidents group. Estimates seven (7) active members are Past Presidents. Hope is to reconnect others with chapter. Next scheduled meeting for Past Presidents will be in June.

Meeting adjourned at 1:45

Minutes submitted by Colette Grayson 03/08/2010