



## MEETING MINUTES

**Name of Meeting:** April Board of Directors Meeting

**Facilitator:** Marie Graziosi, President

**Secretary:** Donna Peregoff

**Date:** 4/4/2017

**Time:** 5:30 – 6pm Dinner and Open Discussion  
**6:15 – 8:03pm Business Meeting**

**Location:** Gulfcoast Girl Scouts  
4780 Cattlemen Rd  
Sarasota, FL 34233

**Contact:** Marie Graziosi (941-400-9481)

## ATTENDEES

Board Members Present (6): Marie Graziosi, Steve Hall, Renee Hood, Donna Peregoff, Anthony Gagliano, Dawn Laidlaw

Board Members Absent (4): Liz Cotner, Angela Sain, Cynthia Keaton, Stephanie Deiter

Guests: Debbie DeVore

## MEETING NOTES

Discussion Item	Notes
Call to order and welcome	<ul style="list-style-type: none"> <li>Marie called the meeting to order 6:15pm. Six board members present and quorum declared.</li> </ul>
Steve Hall	<ul style="list-style-type: none"> <li>Four socials planned in Sarasota, Bradenton, Venice and Lakewood Ranch</li> <li>LWR Business Alliance and Manatee Chamber are interested in partnering for an event.</li> </ul>
Marie for Liz Cotner (and written report)	<ul style="list-style-type: none"> <li>Reserved May, June and August 2017 speakers.</li> <li>Removed 1 committee member, Carol Lily, due to time constraints and added Erin Lee.</li> <li>Conducted 3 potential speaker phone calls – all were not a fit or too expensive.</li> <li>New Survey Monkey questions distributed via online survey for March.</li> <li>Distributed Programs Topic Survey at March meeting.</li> <li>Venues for October conference are being researched. Palm Aire can open walls and potential grow to accommodate greater than 100 and will be researched.</li> <li>Training Kathy and Erin on Programs Committee volunteer roles.</li> <li>Creating job descriptions for programs volunteer roles.</li> <li>An advertising budget should be created for October conference. Work with SRQ media? Work with Manatee and Sarasota chambers of commerce?</li> </ul>
Donna Peregoff	<ul style="list-style-type: none"> <li>Will continue to utilize Tribune and Observer advertising outlets</li> <li>Manatee Chamber of Commerce offers community posting via their website submission</li> <li>Sarasota Chamber of Commerce requires membership for posting and SHRA is not a member</li> <li>March SHRA Board of Directors Meeting Minutes were recommended for approval. Motion made by Dawn, seconded by Anthony, and motion carried.</li> </ul>
Anthony Gagliano	<ul style="list-style-type: none"> <li>Twitter - 3 tweets in March (1,157 impressions), 85 profiles views, 3 mentions and increase 11 followers for a total of 253</li> <li>LinkedIn - 1 post in March for a total of 5000+ impressions, 69 clicks and 19 interactions (likes, comments, shares)</li> <li>Email – 8 bulk emails in March, 22 clickbacks for HR Florida, 50 clickbacks on 2 emails for certification course</li> <li>State of Talent on May 19 update - 29 registered to date. SRQ Media press release was scheduled today. HCRI approved for 4 credits. Will prepare a member eblast to inform and encourage attendance.</li> <li>State of Talent panelist from SHRA needs to be identified.</li> </ul>

<b>MEETING NOTES</b>	
<b>Discussion Item</b>	<b>Notes</b>
Dawn Laidlaw	<ul style="list-style-type: none"> <li>• 294 active members, 162 (60%) with SHRM, 26 honorary (15 with SHRM) , 8 student, 98 no SHRM, 26 claim SHRM but currently not actively registered</li> <li>• Since 1/1/2017 registered 31 new members</li> <li>• 3% increase in membership since last month's report</li> <li>• Motion to approve presented six new members that applied in March by Renee, seconded by Steve. All in favor. Motion passed.</li> <li>• 2017 retention rate for 3 months is 98.5%</li> <li>• Implemented "Reach-Out Campaign" targeting expired members. 40 email bounces and marked member profiles accordingly.</li> <li>• Sent eblast to 30+ "SHRM discrepancy" members seeking return of completed chapter designation form. Changed status to "Non-SHRM" for those who have not responded within 2 months.</li> <li>• Attended HR Florida Membership webinar on March 30. Will attend future quarterly webinars, as well as the SHRM membership webinars.</li> <li>• Name badge process at check in at monthly meeting created - 1 table for badges and 1 table for membership information.</li> <li>• Creation of formal new brown bag welcome member orientation – live event via Go to Meeting webinar at lunchtime on May 24 and evaluate participation/response to determine next steps. Will raffle off free meeting to participants.</li> <li>• Once a member expires and their account is suspended, can they renew on-line? What is best practice? Will submit a ticket to YM and share info.</li> <li>• When should inactive member profiles be marked for deletion? Recommend deletion in 2 years. Currently 250 inactive members to be archived or deleted. Will submit a ticket to YM and share info.</li> </ul>
Debbie DeVore	<ul style="list-style-type: none"> <li>• Is a peer group discussion chat forum to discuss HR issues desired and feasible to offer members? Possibility of using forum on SHRA website through YM or Basecamp. Will obtain pricing and information.</li> </ul>
Cynthia Keaton (written)	<ul style="list-style-type: none"> <li>• April sponsor: Paycor</li> <li>• April nonprofit: Early Learning Coalition of Sarasota County</li> <li>• May sponsors: Springfield College and Bouchard Insurance</li> <li>• May nonprofit: The Foundation for Financial Education</li> </ul>
Renee Hood	<ul style="list-style-type: none"> <li>• Reconciliation process is very time consuming as credit card payments are received in a batch format and the payments must be allocated to attendee.</li> <li>• Reviewing formats for financial statements for consolidated report.</li> <li>• SHRA financial standing is very strong as expected due to successful membership, sponsorships, and meeting attendance.</li> <li>• At some point, the board should determine if an investment strategy is needed for certain SHRA funds rather than the standard bank account.</li> </ul>
Stephanie Deiter (written)	<ul style="list-style-type: none"> <li>• Development of 3 primary "Task Forces/SHRA Ambassadors" which would provide opportunities for volunteers as well as support for board roles and initiative focus: membership, programs &amp; conferences, website &amp; social media</li> <li>• There were 2 SHRA members that represented SHRA HR professionals/participated at SCF Get Ready, Get Set , Get Hired event on March 30</li> <li>• On-going revision of volunteer inventory spreadsheet</li> </ul>

## MEETING NOTES

Discussion Item	Notes
Marie Graziosi	<ul style="list-style-type: none"> <li>• HR FL Legislative Conference on March 29 and 30 attended by Marie, Stephanie, and committee chair Nick Feather. Nick's report shared with the board. Nick will present a summary of the experience at the April monthly meeting.</li> <li>• SHRA 2017 Goals and Objectives summarized and shared. Board agreed that targeted retention rate for 2017 SHRA membership is 75%.</li> <li>• 16 enrolled in certification prep session which started this evening</li> <li>• Individuals from the fall 2016 that passed SHRM exam will be recognized at April member meeting. Dawn will prepare swag bags with HR goodies available.</li> <li>• Tampa Bay HR Person of the Year Awards - event on July 27, 2017. Last year's award recipients will serve as the 2017 judges. SHRA will be an in-kind partner – share event info with our members via monthly meetings and emails.</li> <li>• HR FL Annual Conference in August will continue to be promoted via member meetings and emails.</li> <li>• HR FL Council Meeting will be attended on April 6 and 7.</li> </ul>

## ACTION ITEMS

#	Action Item (AI)	Owner	Due Date	Status
1	Account suspended due to expiration. Can they renew online? Submit YM ticket	Dawn	May 2	
2	Inactive members marked for archive, deletion – how managed? Submit YM ticket	Dawn	May 2	
3	Possibility of using forum on SHRA website through YM or Basecamp. Will obtain pricing and information.	Debbie	May 2	
4	October conference venue and date	Liz	May 2	
	New member orientation webinar on May 24 - review	Dawn	May 2	