



MEETING MINUTES

Name of Meeting: May Board of Directors Meeting

Facilitator: Marie Graziosi, President

Secretary: Donna Peregoff

Date: 5/2/2017

Time: 5:30 – 6pm Dinner and Open Discussion
6:05 – 8:00pm Business Meeting

Location: Gulfcoast Girl Scouts
4780 Cattlemen Road
Sarasota, FL 34233

ATTENDEES

Board Members Present (9): Marie Graziosi, Steve Hall, Donna Peregoff, Anthony Gagliano, Angela Sain, Dawn Laidlaw (via phone), Stephanie Deiter, Renee Hood and Liz Cotner

Board Members Absent (1): Cynthia Keaton

Committee Chairs Present: None

Guests: None

MEETING NOTES

Discussion Item	Notes
Call to order and welcome	<ul style="list-style-type: none"> Marie called the meeting to order 6:05PM. Nine board members present and quorum declared.
Consent Agenda	<ul style="list-style-type: none"> <u>Motion to approve Consent Agenda (April 2017 Board Minutes) was made by Renee Hood and seconded by Anthony Gagliano. All in favor. Motion carried.</u>
Liz Cotner	<ul style="list-style-type: none"> Annual Conference scheduled for Friday, October 6 at the Palm Aire (6am-3pm) Board selected conference theme – People, Purpose and Passion Committee will strive to increase number of credits for conference, which may include a bonus webinar Need to complete by June 6 board meeting to share for board decisions: create outline, budget, and registration cost for conference, and secure speakers Contacted HR FL Director (Linda W) for assistance and connections to speakers – will provide. Creating position description for programs role. Training Kathy and Erin for programs roles.
Renee Hood	<ul style="list-style-type: none"> Distributed Profit and Loss Detail report for January – March 2017, reflecting Total Income: \$31,663.03, Total Expenses: \$16,934.93, and Total Income: \$14,728.10. Assistant Treasurer is needed and will create job description. Will contact member KG with position opportunity.
Steve Hall	<ul style="list-style-type: none"> Two upcoming socials in May: Venice on May 11 and LWR on May 18. Will research venue options able to accommodate 75 to 150 attendees for 2018. Proximity to I-75 is desirable. Possible venue options with new construction. December 2018 will be scheduled on the 14th.
Cynthia Keaton (notes read at meeting by Marie; Steve)	<ul style="list-style-type: none"> May meeting sponsors: Springfield College, Raul Lorenzo, AND Brian Wyles, Bouchard Community Spotlight: Foundation for Financial Education, Joyce Angerame June meeting sponsor: Paycor and community spotlight TBD – Marie contacting NAMI. July and August sponsor: Wellness Champions requested both. Discussion regarding member saturation and ROI. Will follow up. Sponsor suggestions needed; Stephanie provided Paylocity information.
Angela Sain	<ul style="list-style-type: none"> Updated website – various pages and events. Will work with Liz to open event registration earlier to allow members to increase the time window to complete their registrations in advance.

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Donna Peregoff	<ul style="list-style-type: none"> April meeting advertised.
Anthony Gagliano	<ul style="list-style-type: none"> Twitter – 3 tweets during April (1,100+ impressions), 108 profile views, 6 mentions and increased 2 followers to 255 total LinkedIn – 3 posts in April, 8437 impressions with 81 clicks and 58 interactions (likes, comments or shares); added 6 followers Email – Sent 10 bulk e-mails in April to database which included HR FL Conference registration, socials, and member meeting. There were 21 clickbacks for SHRA Social #1 email, 20 clickbacks for second email 1 week later, and 43 clickbacks for day prior email. There were 28 clickbacks on email for April monthly meeting. There was discussion on volume of emails being distributed. SHRA is certainly busy and this is the only reliable communication method. Use of subject line is preferred. We do know that the meeting email reminders result in registration completion. Will review YM capability to pull zip codes to streamline social reminders for Venice and LWR possible attendees, in lieu of sending email to all members. Seeking volunteers to join committee and assist. Prepare PowerPoint for member meetings. Managed 4 job postings in April (approved or created to post). SRQ Media currently promoting State of Talent event is interested in partnering to promote October conference. Discuss with them in July.
Dawn Laidlaw	<ul style="list-style-type: none"> 301 active members, 174 (62%) with SHRM, 27 honorary (24 with SHRM), 8 student, 92 no SHRM, 3 claim SHRM but currently not actively registered, 5% increase in membership since last month's report. Since 1/1/2017 registered 43 new members Reviewed new member list and all recommended for approval by Dawn. Motion made by Angela to approve new members, and Liz seconded. All in favor. Motion carried. 300th member celebration - will acknowledge at May meeting and perhaps June as well. Conducted extensive reach-out email campaign for members designated as SHRM but were not. Achieved an 88% reduction in SHRM discrepancies over last month, and SHRA realized a 2% increase in SHRM members over last month. Streamlined SHRM Chapter Affiliation process by using email instead of fax. Obtained SHRM approval to use Peanut Butter & Jelly ad campaign in SHRA marketing materials, to target increased SHRM membership. Successfully implemented Membership Welcome Table at April meeting and was consistently busy answering assorted questions. Created New Member Orientation Power Point for May 24 lunchtime kickoff webinar. PPT reviewed and suggestion revisions were made. Determined prize(s) for New Member Orientation participants – free meeting winner will be randomly selected from attendees. One winner if under 4 and 2 winners if more than 4 attendees. Will order more promotional giveaways. Participated in Speakers Panel Discussion with BHRM students from Forbes School of Business Technology, Ashford University.
Stephanie Deiter	<ul style="list-style-type: none"> Volunteer spreadsheet updated and shared with board members to follow up and cultivate committee members. Connecting with potential volunteers, focusing on Membership, Programs, and Website/Social Media.

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Marie Graziosi	<ul style="list-style-type: none"> • All agreed to increase the monthly meeting online registration capacity to 90 registrants. Board members should not accept registrations for late members, and encourage pre-registration or walk-ins welcomed first come basis. • Diversity initiative presented at HR FL April State Council Meeting: chapters partner to support local National Alliance on Mental Health for Stigma Free Florida. Will contact local NAMI to hopefully be June community spotlight. SHRA will implement initiative – encourage local businesses to pledge to be stigma free and promote mental health awareness in their workplace. • Coordinated May 19 SHRA monthly meeting – Steve and Stephanie will attend. • State of Talent on May 19: sponsor attendees Renee and Marie will cover the sponsor table. Renee will be the HR Best Practices panel moderator. Ensured SOT promoted to highlight our sponsorship and encourage registration. • Press releases for SHRA – need to share locally and utilize HR Florida Newswire. Submissions due by first Wednesday of each month. Subscribe to Newswire. • Encouraged article submission for professional publication in HR FL Review. • Encouraged nominations for Tampa HR Person of the Year awards. SHRA’s four members that were awarded last year will be judges this year. Decision to purchase July 27 event registrations will be made in the future. • Received \$2995 SHRM Chapter Support Payment – thank you all for your work! • HR FL Professional of the Year nominations are due June 30. Chapters should nominate their 2016 professional of the year (Marie will do so) and others. • Supported HR FL Annual Conference – ensured email to members to register by April 30 before price increase, and call for volunteers. HR Ambassador planned video production on May 6. • HR FL April Council recognition: awarded 10 beverage tickets for points so far! • Deferred to 2018 – initiative to be considered regarding collaboration with other local professional organizations. • Debbie DeVore distributed YM SocialLink Overview on April 10 to board. Will be scheduled for discussion at June 6 board meeting. • Ensured SHRM May membership drive promoted via email, PPT, and social media. • Ensured SHRM 2017 spring MAC survey distributed to board and members via email. • Shared email sent to board on April 6 (after April board meeting) that SHRA was recognized as a 2016 SHRM Foundation Chapter Champion! • More from HR FL April State Council Meeting: 1 – Public relations firm (French West Vaughn) was engaged in January by HR FL. Focus to increase membership and awareness. Chapter presidents have been providing information as requested. 2 – August Annual Conference – 126 sessions, 17 credits, mock trial, cafes and chat dens, C-suite panel and free coffee. 3 – January 2018 Leadership Conference – Friday night a networking event will be planned and keynote is Patrick Henry. 4 – Membership Director report – goal to increase 3% and ensure chapters have access to resources, support. Working with PR firm and chapters to drive success. 5 – College Relations Director report – chapters should create relationships with local colleges and establish student chapters. The student games model started by Jim Gallo is being featured by SHRM for chapters nationally.



ACTION ITEMS

#	Action Item (AI)	Owner	Due Date	Status
1	October conference details with Committee to include: recommended budget, speakers, registration cost	Liz	June 6	
2	Discuss and create October conference sponsorship outline	Liz, Steve, Anthony	June 6	
3	Create position description for Assistant Treasurer	Renee Hood	June 6	
4	Contact member KG regarding Assistant Treasurer opportunity	Renee Hood	ASAP	
5	Review monthly meeting venue needs and options for 2018	Steve Hall	July 11 (asap)	
6	Contact local NAMI chapter and invite to June member meeting as Community Spotlight	Marie	May 20	
7	Sign Palm Aire contract and provide deposit for Oct 6	Marie	ASAP	
8	Determine if member zip codes can be populated for email list	Anthony	June 6	
9	New Member Orientation webinar report	Dawn	June 6	
10	Update SHRA 2017 board calendar	Marie	June 6	