



MEETING MINUTES

Name of Meeting: September Board of Directors Meeting

Facilitator: Marie Graziosi, President

Secretary: Donna Peregoff

Date: 9/5/2017

Time: 5:30 – 6pm Dinner and Open Discussion
6:05 – 8:03pm Business Meeting

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

Contact: Marie Graziosi , 941-400-9481

ATTENDEES

Board Members Present (7): Marie Graziosi, Donna Peregoff, Anthony Gagliano, Angela Sain, Dawn Laidlaw, Pamella Horton , Stephanie Deiter (via phone), Renee Hood (via phone)

Board Members Absent (3): Angela Sain, Liz Cotner, and Steve Hall

Guests: Kathy Shaffer

MEETING NOTES

Discussion Item	Notes
Call to order and welcome	<ul style="list-style-type: none"> Marie called the meeting to order 6:05pm. Seven board members present and quorum declared.
Consent Agenda	<ul style="list-style-type: none"> Motion to approve Consent Agenda to approve the August Board Meeting Minutes was made by Dawn, seconded by Pamella, and motion carried.
Renee Hood, Treasurer	<ul style="list-style-type: none"> Provided reports: Profit & Loss Detail and Budget vs. Actuals for Jan-July Bank balance as of August 31, \$57,026.72 to be reduced by anticipated expenses for October Conference and through year end expenses Reconciled July expenses and revenues Processed multiple payments through BOA Researched/answered member inquiries Ongoing reconciliation of Quickbooks to BOA account YTD
Kathy Shaffer, Program Committee	<ul style="list-style-type: none"> Conference pricing determined: \$99 member pre-registered and \$125 for non-members and walk-ins day of event Advertising to be done: member emails – Anthony; Herald Tribune and Manatee Chamber – Donna, chapter presidents email – Marie, social media, press release, Patch, CEO Forum, Tampa Newsroom Calendar – Pamella; flyer/tables at September meeting – Kathy October conference speakers and certification: Suzi Lemen – Keynote = 1.5, Jennifer Currence – speaker = 1.25 + virtual webinar, Dick Finnegan (books) – speaker = 1.25 Conference sponsors: Ad-vance Talent Solutions, Alltrust, Discount Prescription Services, Fleet Feet/New Balance, MBI, Paycor, Williams Parker Conference activities to support the SHRM Foundation: 50/50, raffle items TBD books No swag – sponsor items will be on the tables Conference volunteers needed Thursday evening social featuring Suzi is scheduled
Angela Sain, Technology [excused]	<p>Written report submitted:</p> <ul style="list-style-type: none"> website updates – front & event pages AV equipment for August meeting
Donna Peregoff, Secretary	<ul style="list-style-type: none"> August meeting advertised in Herald Tribune and Observer Group

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Anthony Gagliano, Communications	<ul style="list-style-type: none"> • 13 tweets during August (3,621 impressions), 125 profile views, followers 280 total (increased by 6); 1 LinkedIn post in August – 1,087 impressions • Sent 3 bulk e-mails to database in August – 16 clickbacks on first email sent for August meeting (365 views sent to 507 people), 14 clickbacks for Certification class e-mail with 203 views • Posted two jobs in August that had 4 views
Dawn Laidlaw, Membership	<ul style="list-style-type: none"> • Dawn made a motion to approve the 11 new members for 8/2-9/1, seconded by Anthony, and motion carried. • As of August 27, 311 active members, 190 (65%) with SHRM, 27 honorary (13 with SHRM), 6 students, 88 no SHRM, 12 claim SHRM but currently not actively registered • Since 1/1/2017 registered 66 new members; 2% increase in membership since July 2017 • Retention Rate: 91% for 2017 to date; 82% for the past 12 months, up from 70% in 2016. • New Member Orientations held via GoToMeeting on 8/4, 8/9 and 8/25 - very well received! Our September event will take place on 9/22 at noon. Log-in information is now on our website. • First Membership Committee meeting took place Thursday, 8/3. Attendees were Dawn Laidlaw and Debbie DeVore. An additional committee volunteer member David Viola has connected. Next meeting on 9/7 at 5 pm via in person or via Go-To-Meeting. • The SHRA color logo (.eps format) was generously recreated by Jenni Stone's husband and we are so appreciative! It was submitted to SHRM for the keychain order. As of 8/8/17, keychain inventory had been depleted and is on backorder. The Board supported the decision to let order stand and use keychains for future events. We'll need to identify an alternate item for conference give-away if preferred.
Pamella Horton, Sponsorship	<ul style="list-style-type: none"> • Identified two sponsors and nonprofit community spotlight for January 2018 extended legal update monthly meeting. • Open discussion pertaining to a referral fee agreement with a cultural international training specialist. A similar arrangement is being considered by a Chicago chapter. Discussion points included that this would be better aligned as a paid sponsor as SHRA does not endorse any such programs. Information from the Chicago chapter proposal will be gathered and shared at some point in the future for further discussion.
Marie Graziosi, President	<ul style="list-style-type: none"> • Fall SHRM Learning Systems were ordered and delivered to participants. Engaged Lynne Tuccy and Terri Groening to also serve as facilitators. • September 15 Meeting preparation: include HR FL photos in meeting slide deck; recognize recently certified; announce HR Professional of the Year nomination process; announce Nominating Report 2018 Slate for election process; annual meeting slides for membership and financials year over year • Attended Council Meeting on August 28: Don Works, HR FL legislative chair was recognized as Volunteer of the Year; SHRA did not place in the top three for the state competition but all efforts greatly appreciated; expect to purchase bulk registrations for 2018 but information not released yet • Open discussion regarding State of Jobs Conference on October 10 sponsorship. Event packet distributed previously to Board. Sarasota and Manatee counties schools this year focused on freshmen and sophomores, with industry tracks. Motion to approve \$1500 sponsorship made by Dawn, seconded by Pamella, and motion carried. Will connect for HR professional volunteer options.