



## MEETING MINUTES

<b>Name of Meeting:</b> May Board of Directors Meeting		
<b>Facilitator:</b> Steve Hall		<b>Secretary:</b> Liz Cotner
<b>Date:</b> May 1, 2018	<b>Time:</b> 5:30 – 7:30 p.m.	<b>Location:</b> Willis-Smith Construction
<b>Attendees</b>		
Present (9): Steve Hall, Pamela Horton, Liz Cotner, Stephanie Dieter, Anthony Gagliano, Candice Singh-Smith, Angela Sain, Dawn Laidlaw, Sandy Zannino		
Absent (2): Patti Durham, Renee Hood		

## MEETING NOTES

Discussion Item	Notes
Call to order and welcome	<ul style="list-style-type: none"> <li>The Board meeting began promptly at 6pm.</li> </ul>
Consent Agenda	<ul style="list-style-type: none"> <li><u>Motion to approve Consent agenda and April SHRA Board Minutes was made and approved.</u></li> </ul>
President - Report	<ul style="list-style-type: none"> <li>Review of October conference and sponsors.</li> <li>Secured keynote sponsor.</li> <li>AllTrust &amp; YMCA sponsoring \$1,500.</li> <li>Private Eye is sponsoring the happy hour after conference.</li> <li>Effective May 18th promoting a \$25.00 discount to conference from 5/18-7/20.</li> <li>Steve will be calling every conference attendee to confirm their SHRA shirt size as a complimentary gift for attending conference.</li> <li>55th Anniversary party is on November 8th from 6-9pm. 6pm-630pm happy hour, 630pm-8 or 9pm will be formal dinner. Market to all past Presidents (fine tuning this avenue). Giveaways may include wine glasses.</li> <li>Board Members have been asked to submit budget for next year.</li> </ul>
Membership Director - Report	<ul style="list-style-type: none"> <li>Discussed early bird rate for conference set at \$125.00, \$140.00 non-member and \$175 day of.</li> <li>Need October Conference communication strategy.</li> <li>Discussion on student membership for a non-accredited HR program. Dawn will place a phone call to the student inquiring for student membership to let her know that she can apply a full membership, however, she does not qualify for a student membership.</li> <li>Motion passed to approve 12 new members.</li> <li>Reviewed retention rate and noticed a trend in a slight drop. Dawn was asked to work with Debbie to see how many actual people we have lost.</li> </ul>
Programs Director - Report	<ul style="list-style-type: none"> <li>May program has been approved for 3.25 credits.</li> <li>Working on conference and May e-blast.</li> <li>RFP for speakers and corporate sponsorship was discussed.</li> </ul>
Communications Director - Report	<ul style="list-style-type: none"> <li>Group photos receive most "likes"</li> <li>Use social media data as talking points for sponsorship.</li> <li>Brag Board/Contests/Spotlight members-working with Liz Cotner on creating a basic communication strategy plan.</li> </ul>
Treasurer Report	<ul style="list-style-type: none"> <li>Question was posted on how to set-up 3 payment options for May's program.</li> </ul>
Other	<ul style="list-style-type: none"> <li>Anthony will be covering for Angela on May 18<sup>th</sup> to run the technology portion of the meeting.</li> </ul>

