

**DULLES SHRM BOARD OF DIRECTORS
MEETING MINUTES FOR JUNE 9, 2014**

Board Members Present (or participated via conference call): (13)

1. President – Mary Roome-Godbolt, PHR
2. President Elect - Courtney Nicholson
3. Secretary - Linda Caporaletti-Hoyt
4. Vice President, Programs - Linda White, PHR
5. Student Chapter Liaison and Scholarship Coordinator - Rae Duffy
6. Legislative Liaison - Matt Nieman
7. Assistant Registration Coordinator - Charlan Cornwell
8. Director, Social Media & Newsletters - Cindy Snyder, SPHR
9. Workforce Education/Diversity Director – Tricia Kleber
10. Certification Representative - Amy Civilikas, PHR
11. Assistant Vice President Membership - Maggie Jones, SPHR
12. Director, Discussion Group - Beth Gilley
13. Director-At-Large - Teresa Buchholz

Board Members Absent: (7)

1. Vice President, Membership - Katie Scullion, PHR
2. Vice President, Sponsors - Vince Pascarella
3. Past-President – Joseph Sherrier, SPHR
4. Treasurer – Jennifer Regis
5. Registration Coordinator - Kelley Ridge
6. Director-At-Large - Beth van Burk, SPHR
7. Amy Civilikas – Certification Representative

Mary Roome-Godbolt called the meeting to order at 6:03 pm.

Secretary's Report/Minutes: Linda Caporaletti-Hoyt circulated the minutes from the May 2014 meeting, there was one correction on the attendee list. Courtney Nicholson motioned that we accept the board minutes with these changes. Maggie Jones seconded the motion. Vote was recorded as:

- Approve – 11
- Abstain –
- Opposed - 0
- Minutes approved

Membership: Maggie Jones and Katie Scullion presented the following

Total current (active) members: 160 (up from 153 last month)

January: Renewals: 22, New Members: 5

February: Renewals: 43, New Members: 8
March: Renewals: 14, New Members: 11
April: Renewals: 11, New Members: 5
May: Renewals: 2, New Members: 5
June: Renewals: 0, New members: 1 (as of 8am on 6/9)

There were 55 attendees at the membership event in May, 45 pre-registered.

Katie continues to work on marketing collateral to distribute at discussion groups and meetings, Rae Duffy volunteered to help as well.

Registration: Charlan reported, but did not have the registration numbers for the upcoming June meeting. Matt mentioned an issue registering with meeting, he did not get a receipt. Courtney stated this should not be a problem with the new website.

Sponsors: Vince Pascarella submitted his report via email. We have sponsors for all monthly chapter meetings through November 2014.

Treasurer's Reports: Jennifer Regis sent the following financial status:

BB&T – checking= \$33,989.12
BB&T – savings= \$12,658.68
Paypal account= \$5,033.70

She also provided the current year to date financial report. We discussed how much we need to keep in reserves, it was suggested one years budget. This led to an overall discussion on income and how we price the current monthly chapter meetings. One of our biggest expenses are the food and beverage costs at the monthly chapter meetings. Mary mentioned our contract with Hidden Creek Country Club was for three years and will end in December 2014. The registration team usually researches future options. Charlan and Kelly Ridge will reach out to our contact there, and Matt will send her a copy of the current contract.

We also discussed reviewing the current dues structure. Mary suggested we use our September board meeting as a strategic planning meeting and will draft an agenda to include dues structure, future meetings location and succession planning.

We will review the expenses/income statements at the August board meeting.

Programs: Linda White stated we had limited responses to our last survey. Programs are set for the remainder of the year.

Certification: Amy Civilikas we have general approval for July, working on obtaining strategic credit for August with David Sturgeon.

Legislative Liaison: Matt Nieman stated we are still on track to for our Day Inside the Beltway on Capitol Hill in September.

Discussion Group: Beth Gilley stated we are set with speakers and topics for the rest of 2014. Mary volunteered lead a discussion group on resume writing for HR professionals.

SHRM Foundation: Chelsea Rutherford will forward the collections numbers for the May meeting. She also distributed a letter to all board members asking them to pledge their support for the annual Foundation campaign.

Social Media/Newsletter: Cindy Snyder reported that the June newsletter is complete, the July newsletter due by June 27. June statistics:

- 63 Facebook
- 826 Linked-In
- 481 Twitter
- 320 tweets on Twitter

Cindy would like to reach out to determine how our members hear about our discussion group or monthly chapter meeting. Courtney said we can do this on the new website so we can see if the social media is having an impact.

We discussed expanding our use of social media more at meetings to increase our brand. Cindy also promoted the SHRM national conference in the newsletter for SHAPE credit.

Student Liaison: Rae Duffy stated that student chapters out for the summer. She will start to market the 2015 chapter scholarship. Registration is now open for 2015 state conference to be held in Williamsburg, VA in March 2015.

Website: Courtney Nicholson is heading this effort. The new website is up and she is posting content. Courtney proposed to the use of Constant Contact software with the new site, for contact/database management. The cost is \$45 a month, and if we pay up front get 30% discount.

It appears this would be less expensive than our current Mailer Mailer system and give us a chance to clean up the database and mailing list. Courtney will reach out to Keli Winter to find out find out the status of contract with Mailer Mailer. After she gets that information she will email the board with a recommendation and request a vote.

Fall Seminar: Courtney Nicholson is working to finalize this in the next few weeks.

Diversity/Workforce Education: Tricia Kleber reported she is working with Mary to hold an HR Fall Job Fair in October 2014. We are partnering with the NOVA, Leesburg, Montgomery County, Prince William chapters as a collaborative effort. We discussed a location and potential related costs, there will be more information to follow.

Matt suggested we combine the Job Fair with our Fall Event to capture a larger audience. Mary and Tricia will throw that idea out to the larger group.

Special Projects: There will be no board meeting in July. Mary suggested we do a board team building event again at Cookology in the Dulles Town Center and will suggest some dates.

Next Board Meeting: The next board meeting is on Monday, August 4 at Cox Communications. Food assignment = Linda W will coordinate with Mary from Jason's Deli.

Meeting adjourned at 7:15 pm

Respectfully submitted,
Linda Caporaletti-Hoyt
As of July 29, 2014

ADDENDUM

On June 19, 2014 Courtney Nicholson proposed to the Board that we purchase Constant Contact software to use with the new Dulles SHRM website at a cost of \$540-720 per year (the cost depends on the size of the mailing list). We currently spend \$360 a year with our Mailer Mailer program, but it does not have the flexibility needed to work well with the new website.

Jennifer Regis made the motion to approve this expense, and Chelsea Rutherford seconded the motion.

The vote was tracked via email, which was:

- Approve – 19 out of 20
- Abstain – 0
- Opposed – 0
- No response - 1

On June 24 Courtney stated that she had purchased Constant Contact for \$362.25 for the first year. This includes discounts for being a non-profit and a special that was running providing 50% off the first month.