

Attending: Larry Kravitz, Michele Rebetti, Sayeed Islam, Stephanie Burke, Sheri Lyons, Melda Yildiz, Lisa Garraputa, Karen Flynn, Allie Lopes, Lisa Privett-Wood
Excused: Melissa Trifoli

Discussed	Action Items (by next Board meeting unless otherwise specified)
<p>2018-19 Chapter Operating Plan</p> <ul style="list-style-type: none"> • Larry distributed Operating Plan (available on website) and discussed 2 top objectives: <ul style="list-style-type: none"> ○ Increase Membership ○ Add structure to our strong leadership organization 	<ul style="list-style-type: none"> • Standing agenda item for future Board meetings includes each leader share next month’s goals that address one or both of these objectives
<p>ALC (Chapter Leader’s Conference)</p> <ul style="list-style-type: none"> • Larry, Stephanie and Lisa attended 10/11-13/18 • Lots of best practice sharing • Each will post decks, etc. for Board member access 	<ul style="list-style-type: none"> • Larry, Stephanie and Lisa post decks, etc. on GDrive for Board member access
<p>Website</p> <ul style="list-style-type: none"> • All agree that improvements are needed <ul style="list-style-type: none"> ○ More engaging, add photos, possible video ○ Ensure RSS feed and mobile-enabled • Sheri, Lisa G and Lisa PW will serve as website committee <ul style="list-style-type: none"> ○ Will report out on future Board meetings • Site should include <ul style="list-style-type: none"> ○ Vendor discounts ○ Spotlight/Welcome new members ○ Promote existing Corporate Sponsors and motivate new ones ○ Competency Model • Discussed new image logo 	<ul style="list-style-type: none"> • Website committee provide recommended website format for consensus • Lisa to post competency model • Will report on prospective new image logo options
<p>Membership</p> <ul style="list-style-type: none"> • Stephanie and Membership Committee developed survey for past, present and prospective members, also past meeting attendees <ul style="list-style-type: none"> ○ Reviewed initial questions • Sy suggested telephone focus groups 	<ul style="list-style-type: none"> • Stephanie to post survey on GDrive (COMPLETE) for Board members to edit, comment • Lisa PW to post deck re: what attracts local members
<p>Corporate Outreach</p> <ul style="list-style-type: none"> • Sheri is developing lists identifying companies with high concentration of L&D staff • Will relay to Membership committee any individuals she contacts 	
<p>Programming</p> <ul style="list-style-type: none"> • Sy discussed logistics and uploading of future events • General discussion around objective to create annual events calendar 	

<ul style="list-style-type: none"> ○ Will post all future dates for 2018 and Jan-Jun, 2019 and will provide more details as they become available ● Planning a Q1 '19 drive to solicit members to present ● Allie has updated presentation proposal 	
<p>Finance</p> <ul style="list-style-type: none"> ● Karen filing 990 short form for Jan – Jun 2018 to align with fiscal year July – June ● Future year filing due by 11/15 ● Discussed potential to purchase Quickbooks software. Agreed will reconsider after we reach 100+ members or January '19 <ul style="list-style-type: none"> ○ 3 licenses @ \$17.99/first 3 months and \$35/mo thereafter ○ Organize and document all receipts and invoices ● Karen needs access to Wild Apricot ● Larry and Karen will work to add Karen to bank account; should be President and VP Finance 	<ul style="list-style-type: none"> ● Larry and Karen add Karen's name to bank account ● Larry provide Karen with Wild Apricot access ● Karen to file 990 Short Form for Jan – Jun 2018
<p>Centralized Document Storage</p> <ul style="list-style-type: none"> ● Files, emails and finances should be centrally archived ● Sy will set up Google docs account with folders for each Board function (COMPLETE) <ul style="list-style-type: none"> ○ Generic username ensures ongoing access and ability to retain historical information 	<ul style="list-style-type: none"> ● Each Board member to upload documents in appropriate folders
<p>Marketing and Communications</p> <ul style="list-style-type: none"> ● Social Media quickview <ul style="list-style-type: none"> ○ Melda, Larry and Sheri to conduct brief audit of chapter social media current state and provide recommendations ● Lisa distributed resources for finding and making "stuff" collected from ALC ● Discussed thank you gift to Lloyd Staffing ~ \$100 to be delivered near Thanksgiving ● Advised that National Learning Week is 12/3-7/18 <ul style="list-style-type: none"> ○ December meeting is currently scheduled during that week 	<ul style="list-style-type: none"> ● Lisa to send social media rubric to Larry and Sheri by 10/24 ● Lisa to research thank you gifts ● Add National Learning Week plans to November Board meeting agenda
<p>Next Meeting</p> <ul style="list-style-type: none"> ● Conference call Thursday November 8 1:00 – 2:00 PM 	<ul style="list-style-type: none"> ● Lisa to send meeting invite (COMPLETE) ● Standing agenda item to include member report (5 min) <ul style="list-style-type: none"> ○ Current efforts ○ Needed resources ○ Identify blockers to completion