



Meeting Minutes

September 13, 2011

Meeting Leader/Facilitator: Stephen Russell

Minute Recorder: Nancy Reilly

Present: David Freedman, Peter Perrone, Martha McCormick, Denise Mallow, Rue Heron, Christopher Guldner, Katy Butler, Ann Lieberburg and Nancy Reilly

Absent: Natalie Williams & Lisa Ryan

Agenda Topic	Discussion	Recommendations/Action Item	Owner
<p>Review of August 13th Minutes</p>	<p>No changes were made to the August minutes</p> <p>The board members reviewed the master calendar and set venues for the board meetings; other workshop venues will also be looked at (libraries & Saratoga Bridges); possible future tours of Nano & GE will be pursued</p> <p>Ann reported that Junior Achievement will begin their programming season soon and she will pursue outreach</p>	<ul style="list-style-type: none"> • A motion to accept the minutes as is was made by Ann and seconded by Peter; all present in favor • Save this as the official version & post to the website (members only) • Circulate master calendar to board members • Area Libraries • Saratoga Bridges • Saratoga Library 	<p>Nancy</p> <p>Nancy</p> <p>Katy Martha Denise</p>
<p>Financial Report</p>	<p>Peter circulated the YTD Income and Expense report for July 2011- June 2012, net income showing \$ - 1,798.58</p> <p>We need to have an internal audit done by the end of December 2011; the review committee will consist of the president, immediate past president and 1 non board member</p> <p>2010-2011 Annual Report – David and Nancy will work on finalizing</p>	<ul style="list-style-type: none"> • File 990EZ by 11/15/11 • Post a blurb to the fall newsletter asking for a member to volunteer to help with the internal audit • Committee Chairs to send reports to David by 9/24/11 	<p>Peter</p> <p>Nancy</p> <p>All Committee Chairs</p>

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Membership	<p>Rue reminded the board that our goal is to reach 150 members by 6/30/2012 and proposed the following to define the current value of the HMASTD membership</p> <p>The goal is to answer the question, "What does my HMASTD membership do for me professionally and personally?" <i>This definition can be used for increasing membership and for marketing and advertising</i></p> <p>Based on board feedback, a member survey will also go out to the members</p> <p>Steve mentioned that he'd like to see a new member letter go out with a personal signature along with a retention letter should some members not renew their dues</p>	<ul style="list-style-type: none"> • Write a short statement that defines the value to you personally and professionally and send to Rue by October 3rd • Review the list of ideas - choose the three ideas you would like to see us focus on this year, and rank them in order of priority (1 is top priority) • Compile value responses & top 3 ideas and report at the October board meeting • Formulate survey questions & send via iContact • Draft New Member & Retention Letters 	<p>All board members</p> <p>All board members</p> <p>Rue</p> <p>Rue David</p> <p>Rue & Nancy</p>
Marketing	<p>Denise asked that the conference committee update her as VP Marketing and the board more frequently for 2012; she also volunteered to attend a conference planning meeting</p>	<ul style="list-style-type: none"> • Reach out to the conference committee and invite a member to the next board meeting; put on the agenda • Build marketing plan around what we discover from the membership survey 	<p>Steve</p> <p>Denise</p>
Programs	<p>Christopher reported that he is meeting with Michael Harrington from New Directions to plan a satellite program up north</p>	<ul style="list-style-type: none"> • Confirm November speakers • Reactivate September workshop details on the website, changing to the November 18th date • Revisit the idea of holding a December workshop 	<p>Christopher Nancy</p>



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Programs (continued)	Christopher also circulated a sheet “Area of Expertise” – each board member will rank what they do best and will provide guidance with the VP of Programs to the presenter to support alignment of workshop content with competency model; integration of workshop content with chapter online resources; and pre and post workshop activities to improve relevance and transfer of workshop benefits	<ul style="list-style-type: none"> • Rank your areas of expertise and send back to Christopher • Try to fit in a workshop on Social Learning 	All board members Christopher
Adjournment	<p>Agenda for next board meeting will be based around: Conference, Programs & Membership/Marketing</p> <p>A motion to adjourn was made by Peter and seconded by David; all present in favor</p>	<ul style="list-style-type: none"> • Add to agenda <p style="text-align: center;">7:30 pm</p>	Steve

Next Board Meeting

Tuesday – October 11th at 5:30 @ SEFCU