



Volusia/ Flagler SHRM

Board Meeting Minutes

January 22, 2014



Present: John Kirkman, Kenny Corbin, Eveline Kraljic, Linda Caracushansky, Yvette Hernandez, Lisa Brooks- Thompson, Christy Lachicotte, Ruth Alvarez Anzola, Al Truesdell, Riff Fernberg, Claire Venables, Fran DeCinto, Kate Shockey, Melinda Schalk, Elvira Wolford, and Jeffrey Bissell

Not Present: Suzy Suring, Brian Pinkalla, Nikki Baez, Ashley Inman, Tyrone Walker, Christy Lachicotte, Crystal DeFreitas Clark, Fabian Manigault, Taryn Dyck, and Carol Hargy

Next Meeting: February 19th; Planning Session Meeting January 31st from 1-5 pm

John opened by providing an update on the Deland expansion to the chapter (only one other chapter in state has been successful in Ft Walton) and the state council is paying close attention to our chapter and what we are doing.

John also mentioned since the board is growing (last year 17 and now 25) the meeting will only be mandatory for Executive Board members and optional for Chairs (unless there is a specific topic you need to attend for). This will help to be more streamlined and efficient at meetings.

A. Programs

- a. February Meeting – Jenni Stone will be the presenter and all is set for that meeting
- b. May is the first big event with Marvin Frasier (EEOC) – we will need to begin planning

B. Certification

- a. 2013 Local Update – 6 registered for chapter prep course; 1 passed the test, 2 are going to be testing this month, & others he's working on getting information from
 - i. Plan is to honor them at March meeting with a pin/mug to all those that passed which Jeff will be taking care of
- b. Partnership with UCF – February meeting Maria & Sarah from UCF will be present to provide details to the chapter and provide enrollment info to anyone who is interested; higher passing rates are to be expected and hopeful to bring more recognition to the chapter by providing prospects and increasing their local program interest/enrollment for better success for us and them

C. President Elect

- a. Discuss Planning Session Meeting Details – to be held on January 31st from 1-5 pm at the new Teledyne building; had some email issues so please be looking for the information and working on the agenda for the meeting to take our chapter to next level and continue to grow via a strong strategy
 - i. Bring a photo ID and info if you are not a US Citizen
- b. Update on Satellite Chapter – Fran DeCinto will be heading the chapter with help from Kate Shockey
 - i. The current location has been provided by Kate which will be the courthouse conference room; they are still working on checking out the technology but it does not open until 8 am
 - ii. They are still working with membership on the at large member list of those in the target area and figuring things out to make it successful; continued thoughts about speakers/video at each location and how that will work

D. Past President

- a. National SHRM Conference Volunteer Update – Suzy was absent however she is working on providing an update and will do so at an upcoming meeting; reminder that if you volunteer one day you get one day for free; volunteer blocks are 6-8 hours

E. Membership

- a. Membership Push for 2014 – we have a total of 140 active members with 44 paid to date (153 total with additional new/other members – 6 completed profiles but others are still not showing on the roster since they have not completed profiles); ideas for push for payment is to continue

to circle/color code for payment as well as updating of profile so hospitality/membership can work together on getting this done by March; also have laptops available at upcoming meetings for members to update/create profiles is another option

- i. Need to have the following complete profiles: Linda Beam, Tracy Yost, Jaime Lewis, Frank Mercer, Crystal Clark, and a few other she has emailed
- ii. Use of other coding system and more personnel at sign-in table to assist with that process in addition to the emails that membership is sending out as well as having a laptop available at the sign-in area to assist with creating/updating of profiles
- iii. Also idea of Thank You letters for companies that pay for their employees' memberships; John to work with membership on this

F. Communications

- a. Discuss Daytona Cubs Games – established a trade relationship for 2 games which will be further discussed at the planning session or a future board meeting

G. Marketing

- a. Sponsorship Discussion –Daytona Cubs (trade), renewals from a few and new sponsorship from Charles Schwab; most are doing the same diamond tier
 - i. Possible future vote on 2 sponsors per industry and planning on discussions at planning session or future board meeting to continue to promote all tiers of sponsorship

H. Financials

- a. Review Financials (year end wrap up) – \$7,032.47 in money market account with \$13,804.51 in checking account, ended up about \$500 more than last year but still need to take out \$650 expenses from hospitality so we finished well
- b. Discuss 2014 budget – working on creation of budget for 2014 by doing look-back of last 3 years and passing of information to Linda for 2014 position; details to be provided at planning session but provide ideas to her for that to be planned for

I. Hospitality

- a. Venue information – after April 2014 the current location may not be an option as the current vendor's contract was not renewed; Lisa will be working on looking at new venues (LPGA was mentioned) as well as getting the contact information for the new vendor to see if they will continue to do the same for us

J. Community Relations

- a. Preparing for 2014 – to be discussed at the planning session; bring ideas and suggestions
- b. Funding for outreach 2014 – to be discussed at planning session; bring ideas and suggestions

K. Foundations

- a. Fundraising Ideas for 2014 – Brian was absent but wanted us to start thinking of some creative ideas to discuss at the planning session besides the 50/50
 - i. Ideas from leadership – maybe a chapter store (with books/shirts) is one idea; further discussion at planning session

L. Other Updates

- a. Save The Dates: Day on the Hill – April 2 – 3; National SHRM Conference – June 23 – 25; State SHRM Conference – October 6 – 8
- b. 2014 Planning Session Meeting – reminder email to be sent and emails need to be verified for accuracy
- c. Possible reduced rate for board via ICI for 4 bedroom suites (at Lighthouse Key Resort) for National SHRM about 10 minutes away from conference (to be discussed in further detail at future board meeting)
- d. National & State conference possibility of chapter event (to be discussed at future meeting)
- e. Pace Breakfast Invite – Linda has a table and would like to promote/email to chapter for involvement as there is no cost and it is informational; add with email blast about Mutt Strut March 2014 since dates are close
- f. Day of Giving –Lisa to provide info and will send invites for info meeting (site is www.givelocalecfl.org)
- g. Send any photos from 2013 events to Kate Shockey to place/update our website