



Board Meeting Minutes – March 6, 2019

A	Adriana Bettencourt – Program Chair	A	Andrea Rios – Director/Membership	A	Bob Meehan – Past President
A	Chace Case -Director/Sponsorship	A	Judy Clinton – Secretary/Treasurer	T	Korin Giordano – Director
A	Priya Kapila – Vice President	A	Sheila Krueger – President		

Attendance Key

A – In Person Attendance	T – Attendance by Phone	N – Not in Attendance
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Meeting called to order 8:05 a.m.

TOPIC	ACTION
Approval of Minutes	<p>The January meeting minutes housed on the ATRA website were reviewed.</p> <p><i>A motion to approve the January meeting minutes was made by Korin Giordano and seconded by Judy Clinton. Motion passed.</i></p>
Treasurer's Report – Judy Clinton	<p>The January financials housed on the ATRA website were reviewed.</p> <p><i>A motion to approve the January financials was made by Adriana Bettencourt and seconded by Chace Case. Motion passed.</i></p>
Annual Conference Report – Korin Giordano	<p>The committee will work with the Board to determine the format/cost for promoting the conference to a broader audience (WorldatWork; SHRMGP members; etc.)</p> <ul style="list-style-type: none"> - We can do a postcard or email through WorldatWork. <ul style="list-style-type: none"> o We get one per year for free. o Sheila will reach out to Tracy to confirm their policy. o The final draft needs to be submitted for approval. o Sara Reinstein will contact Eric to possibly subcontract the postcard design. o To be sent out early August. <p>Early registration will run July 28-Aug 25.</p>



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	<p>The conference theme was discussed, and the board agreed on “Driving Forward”.</p> <p>Board members reviewed the Conference Budget – Korin</p> <ul style="list-style-type: none"> - Changes to registration fees were discussed <ul style="list-style-type: none"> o Last year: Early \$145, Reg \$175; non-member \$180/\$225. o Is there any value in instituting a mid-year pro-rated membership of \$50.00? Pro-rated membership would be open in late July. o Perhaps increase the non-member price? <p><i>A motion to charge non-members \$190 early bird rate/\$235 regular rate, keeping the member rate at \$145 for early bird/\$175 regular was made by Korin Giordano and seconded by Adriana Bettencourt. Motion passed.</i></p> <p>The question was asked regarding how many vendors can participate at the conference. It was reported that there are no limitations regarding space. We will plan for same projected sponsorship income as 2018.</p> <p>Bob spoke with Mark Christiansen regarding presenters.</p> <ul style="list-style-type: none"> - What about an honorarium for the keynote? <ul style="list-style-type: none"> o Keynote 2018 budget was \$3000. - Do we have any names on our wish list? <ul style="list-style-type: none"> o Board to send ideas to Bob
Board job descriptions – Sheila Krueger	<p>Sheila distributed each Board Member’s job description, asked them to review and to let her know suggested revisions. She will send them out electronically.</p>
Conflict of Interest policy - Sheila Krueger	<p>The board reviewed a proposed Conflict of Interest Policy.</p> <p><i>A motion to approve the Conflict of Interest Policy as presented was made by Korin Giordano and seconded by Priya Kapila. Motion passed.</i></p> <p>The form will be sent electronically to the members of the Board for signature.</p>
AZ Talent Co-op Update – Bob Meehan	<p>Couple of things they are looking at doing</p>



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	<ul style="list-style-type: none"> - Coming up with a web-based tool that would scrub our calendar and put it in a community calendar. - They would like board members' names & contact information. (Info that is on file w/the AZ Corporation Commission). Cindy will send to Mary Henry.
Membership Update – Andrea Rios	<p>Andrea reported that our current membership is at 106 members. There is still work needed regarding non-renewed members. Our goal is 10% increase over 2018 membership. How do we want to reach out to non-renewed (postcard/survey)? Andrea will make a recommendation at the next board meeting.</p>
Sponsorship Report – Chace Case	<p>Five-part Comp Series:</p> <ul style="list-style-type: none"> - WorldatWork bowed out regarding partnering. - Eric Knott is willing to present the first topic in April free of charge in exchange for a couple of seats for his students. He gave Chace some dates. - Next one in July. - Need to reach Generalists in particular. - This could be a good membership drive? What venue? (Virginia Piper? L&T?) - Priya will present. - How about Korin? - Committee will look at dates. - Adriana will share the marketing materials with the board. <p>Conference</p> <ul style="list-style-type: none"> - Chace needs sponsorship package from 2018 - Ongoing Sponsors
Educational Meetings – Adriana Bettencourt	<p>Andriana relayed the survey results from the January Lunch and Learn and the February meeting.</p> <ul style="list-style-type: none"> - January Lunch & Learn held at CBIZ <ul style="list-style-type: none"> o Room small o Audio was an issue o Too salesy, o Parking was a challenge - February 7th <ul style="list-style-type: none"> o Good material. o He was a little "messy" and didn't know all of his material



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	<ul style="list-style-type: none"> ○ Slides were very small. - Do we need to put more effort into letting people know about the handouts. We should add this info to the event reminders. We can add to the survey email as well. a. April 4th – Sales Compensation Formula Mysteries Solved b. June 6th – centered around retirement. Lisa Schmitt is planning June meeting c. August 8th – HRIS? d. November 7th – Legal Update e. Lunch N Learns will be substituted with Comp Series <p>Event Schedule: April – Lovitt & Touche June – CBIZ August – Lovitt & Touche November – Lovitt & Touche</p>
<p>Adjourn: Meeting Adjourned at 9:45 am.</p>	<p><i>Motion to adjourn the meeting was made by Andrea Rios and seconded by Adriana Bettencourt, no discussion. Motion passed.</i></p>

Future meetings of the ATRA Board of Directors are scheduled as follows:

May 8, 2019 – PetSmart

July 10, 2019 - CBIZ

September 11, 2019 - Petsmart

November 13, 2019 - Lovitt & Touche – tentative location