

SPS SHRM BOARD MEETING

May 2, 2022

5:30pm



MEETING MINUTES

SPS SHRM Mission Statement

We develop and connect South Sound Human Resource professionals by providing strategic and practical tools and resources. We actively engage our members to ensure our services are timely, innovative, and relevant.

Attendees

X = Present A = Absent

X	Cheyenne Farr, President	X	Melina Mwangi, Treasurer
X	Holly Eckert-Lewis, President-Elect/Programs Director	X	Daniel Smith, Sponsorship Director
X	Wendi Modarelli, Past President/SHRM Foundation Director	X	Taylor McFarland, College Relations Director
X	Michele Zwosta, Hospitality Director	X	Hannah Large, Social Media Director
X	Kindra Davidson, Secretary		
X	Amber Amantea, Membership Director		

Meeting Discussion

Topic

[Zoom Meeting Link](#)

General

- President (Cheyanne): Call meeting to order
- Secretary (Kindra): Approve last month's meeting minutes

President's Report (Cheyanne)

Main Focus: Lead chapter in proactive and progressive direction, help set chapter goals and manage accountability

2022 Goals for my position: My goal for 2022 is to help organize and update our board structure, and improve the overall board experience.

Meeting Updates:

- Update on Sponsorship and Events
 - Melina - have we received payment from Embright?
 - *Not received.*
 - Springing Forward! has brought in a total of 7 sponsors
 - \$8,000 for our chapter
 - \$3900 in ticket sales, 1950 for our chapter

- \$9,950 in revenue for our chapter for this event so far
- Lined up Parker Smith and Feek for our June 22nd Happy Hour
 - *This event is open to non-members.*
- Working on One Strategic Capital for the September 14th Happy Hour, got a verbal most likely, hopefully confirming that line up in 2 weeks.
- Check-in with Melina - have we received the updated bylaws? Updated 2022.
 - *Not received.*
- Updates on:
 - Resources Guide/Operations Manual for our Chapter - work in progress, waiting for some final info from WA State SHRM
 - Chapter Charter (this will be signed off by SHRM National)
 - Completed and sent off to SHRM National.
 - Ad Hoc Committee to help me review docs. 1-2 volunteers:
 - 1 - Kindra
 - 2 - Melina
- Volunteer Board member to help Michele with the Virtual November Chapter Meeting (Cheyanne, Holly, Amber will be at SHRM Volunteer Leader Business Meeting) – *Melina volunteered.*
- Proposing new board meeting times:
 - Goal: better accommodate working parents, aim to be during normal work day, support better work-life balance, set clear calendar for future board members.
 - Effective June 2022
 - In-Person 4x per year: in January (onboarding, welcome), April, September (Strategic planning), December (Celebration)
 - 2nd Thursdays at 4:30pm
 - Virtual 8x per year: 1 hour in Feb, March, May, June, July, August, October, November
 - 2nd Thursdays 2:00-3:00pm
 - Cheyanne will update Boarding meeting requests and the website calendar.
- SHRM is planning to notify chapters of Excel award winners beginning May 10th, fingers crossed!
- Update on SHRM AMP (Affiliate Management Portal)
 - Cheyanne/Holly/Amber attended training session
 - We are 1 of 89 chapters nationwide to gain early access
 - Will make it easier (1-stop shop) for membership numbers, chapter audits, updates for the board;
 - Chapter leaders that get access are president, president-elect, membership, certification, and chapter management professional if applicable
 - Secure place for key chapter documents to be kept between SHRM and the chapter
- Check-Ins - Kindra and Daniel to send 15 segment availability to Cheyanne.

Past-President (Wendi)

Main Focus: Organize the annual membership appreciation event, support the President, assist President with annual SHRM reporting requirements, organize the annual SHRM Foundation fundraiser

2022 Goals for my position: Support Cheyanne and the full Board to be as successful as possible.

Meeting Updates:

- **Member Appreciation Event and Auction:**
 - July 15 at Baseball Game Event, raffle tickets will be sold in advance via Event Brite.
- **Auction Donations:** Please start thinking about items/prizes you can donate for our annual SHRM Foundation fundraiser!
- **Logistics at game:**
 - Created an ad hoc committee: Wendi, Daniel, Kindra
 - We will include raffle ticket packages in the event registration website.
 - Wendi to get the package details to Michele
 - Wendi will confirm if the Rainiers can help with ticket distribution or if we need to handle it.
 - Taylor will find out if we can get a field tour prior to the game.
 - HOLD: Kindra and Taylor will handle getting a branded tablecloth for ticket handout. ??? Do we need this? 4Imprint?
 - Cheyanne and Kindra volunteered to help greet people as they arrive and direct guests to the raffle table.
- **Raffle Basket Commitments**
 - Brown & Brown - DK Metcalf autographed jersey
 - Dillanos
 - Cheyanne - Massage Basket
 - HRT - Wild Waves tickets

President-Elect/Programs (Holly)

Main Focus: Organize breakfast meeting topics, coordinate with speakers, support material development, apply/get HRCI/SHRM credits for upcoming events. Support website maintenance.

2022 Goals for my position: Provide informational and inspirational programs to the SPS SHRM membership and beyond; bring the SPS SHRM membership closer together.

Meeting Updates:

- Recruiting for board members: 2-minute self-introduction of current board members at chapter meeting? *Michele Zwosta and Daniel Smith volunteered to share at the June 22 in-person event.*
 - Ideal Board members are SHRM professional members, willing to volunteer their time.
 - Certification Director is the most critical open role.
- Online satisfaction survey for chapter events?
 - *Holly will begin sending post event surveys.*
- Melina: May 11 speaker paid? - *Yes, complete.*
- Any curious volunteers for the June 16 chapter meeting with Nancy Kasmar on comp? *Wendi volunteered.*
 - Perform Holly's duties at the June Chapter meeting + tech check meeting.
- Any contacts in the Tacoma Youth intern program?

Treasurer (Melina)

Main Focus: Manage and update chapter finances

2022 Goals for my position:

Meeting Updates:

- As Katie and I were looking at the budgets, we noticed that we didn't forecast any revenues for the year. I don't think that we intended to do that, so I will need to get with Chayeanne so that we can input that information. Otherwise, the budgets seem to not make a lot of sense.
- April income was \$460 from monthly events. Gross was \$470 minus bank fees of \$66.36
- Expenses were **\$2,083.94**, which included
 - Speaker fee: \$1,000
 - Office Supplies: \$722.80 (Zoom \$585.64, Sticker Mule \$110.16, Intuit \$27)
 - Marketing & Advertising: \$198.61 (Drew Halverson \$150, Constant Contact \$48.61)
 - Board Meeting Meals: \$162.53 check reimbursed to Cheyanne.
- Monthly net profit of negative \$1,623.94
- Balance in checking account: \$13,976.35; Balance in savings account \$66,394.94; \$90 cash on hand; Total Current Assets: \$80,461.29

Secretary (Kindra)

Main Focus: Ensure meeting minutes are recorded correctly, agendas are prepared, and meeting minutes are uploaded to the member website.

2022 Goals for my position: My goal for 2022 is to provide organization and effective communication for board members and chapter members.

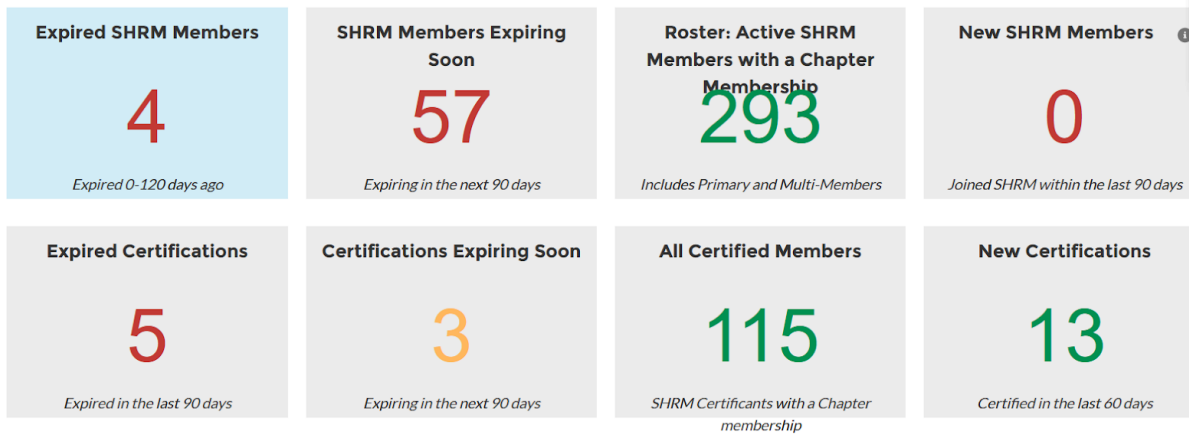
Membership (Amber)

Main Focus: Maintenance and approval of all members, membership directory, and supporting website content in regard to memberships.

2022 Goals for my position: to develop a how-to for how to manage the responsibilities of the position and create a corporate membership program for our members. I would like to at some point have a membership orientation for new members, but I think that will depend on the future development of what we decide to offer as a chapter.

Meeting Updates:

- Slogan contest winner - we notified the winner (email, but never responded) and sent a thank you email to all of those who submitted a slogan.
- We have had a total of 24 additional members since the beginning of 2022. That includes new, rejoining, and winback individuals.
- We currently have 293 chapter members.
- I now have access to the new AMP through the VLRC portal site. I now have the ability to get more information. See below:



- We have 3 new social media images that we can use as a chapter to increase new members. One of which includes our new chapter slogan.



College Relations (Taylor)

Main Focus: Connect local colleges to SPS SHRM and encourage involvement and focus with HR

2022 Goals for my position: Hold in-person events and create publicity surrounding the chapter.

Meeting Updates:

- Planning college-relations mixer(s).
- Thurston County SHRM would like a joint networking event. Taylor and Amber will work together to find a good time, utilizing the +events calendar.
- High school opportunity (Taylor and Kindra)
 - Resume and interview support. We have a handful of volunteers. May push this to next school year so that we can adequately prepare.
- Line up some student members to perform volunteer duties at upcoming in-person events.

Sponsorship (Daniel)

Main Focus: Build and maintain relationships with sponsors in the area, gain annual sponsorships for the chapter.

2022 Goals for my position: Increase sponsorship dollars to 5-6 sponsors.

Meeting Updates:

Social Media Director (Hannah)

Main Focus: Manage social media channels, support website updates, keep job board on SPS SHRM's website up-to-date, support with marketing efforts

2022 Goals for my position: Use social media to try attention to our events and to the chapter.

Meeting Updates:

- Will post new social media graphics in the next several weeks.

Hospitality Director (Michele)

Main Focus: To increase member experience through supporting the organizing of events, locations, registrations; manage Eventbrite (for both virtual and in-person events); greet members upon arrival (in-person)

2022 Goals for my position: support and facilitate set up and running of monthly meetings. Possible determination of location for in-person meetings once that is back on the table.

Meeting Updates:

- April Meeting:
 - Gross sales \$470 (net \$403.64)
 - Tickets sold: 30
 - How they reached us:
 - Direct traffic - 59
 - Automated email promotion - 11
 - Event Discovery Platform - 7
- May 11th joint meeting ticket sales thus far:
 - Gross sales of \$3,838 for 80 tickets
- June 16th meeting thus far:
 - Gross sales of \$60 for 4 tickets
- June 22nd networking event thus far (free):
 - 4 tickets

In person meetings - budgeted and plan for in-person in 2022. Plan for 80-100 people.

- Still awaiting formal written quote from Cheney Stadium
- Possible new venue: UWT; awaiting quotes and information. Note: Logistics concerns.
- Possible venue to explore: Emerald Queen casino. Michele to explore.
- Networking events (we have 1 potential sponsor for 1 event)
 - Wed 6/22/22 & Wed 9/21/22
 - 2 drink tickets per person plus finger foods
 - For budget, estimated 24 people @ \$50 ea = \$1,200 per event
 - We tentatively have sponsors for both
 - Cheyanne & Michele meeting with one (Parker, Smith & Feek, Inc.) on Thurs 4/7
- Chapter meetings
 - Tentative dates: 8/18/22 & 10/20/22
 - Breakfast meetings
 - For budget, Cheney Stadium has increased their prices over last year.
 - Cheyanne and Michele will tour the Cheney stadium venue on Thurs 4/7/22.
 - Landmark, Michele will get information on hosting at this venue.

Action Items

Previous Items

3.1 Begin thinking of raffle items for the member appreciation event (July). All board members should plan to donate or solicit at least one item.

- Procurement plan submitted to Wendi by June 1.
- Collection of donated items by July 1.

4.1 Review the updated events calendar and advise of any conflicts (future meetings). Attendance by our Board is what makes these events, you are encouraged to attend.
COMPLETE

4.2 HOLLY Send save the date to all Board members for all remaining 2022 Chapter Meetings.

New Items

5.1 CHEYANNE will update Boarding meeting requests and the website calendar.

5.2 KINDRA and DANIEL to send check-in meeting availability to Cheyanne.

5.3 WENDI schedule an ad hoc meeting to plan for the Rainiers event.

5.4 TAYLOR line up some student members to perform volunteer duties at upcoming in-person events.

5.5 ALL register for in-person events so we can get an accurate headcount.

5.6 MICHELE will reach out to former Board member who works at Emerald Queen re: potential event meeting space.

5.7 CHEYANNE send out updated meeting requests for all Board events, noting new days and times.

Closing Items

Time Adjourned

- 6:45 PM

Next Meeting

- June 6, 2022, 5:30 PM, via Zoom

President, Cheyanne Farr

Secretary, Kindra Davidson