

SPS SHRM BOARD MEETING AGENDA

July 10, 2025

4:30 p.m. – 7 p.m.

In Person at One Digital

4041 Ruston Way, Suite 101, Tacoma, WA.



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

A	Elisa Braley, President	A	Amye Reynolds, Hospitality
A	Amber Sferrazzzo, President-Elect/SHRM Foundation	A	Breanne Johnson, College Relations
X	Alex Ekstrom, Treasurer	X	Terryl Ross, Diversity, Equity, & Inclusion (DEI)
X	Sarah Butler, Membership	X	Margaret Henning, Legislative
X	Denise Altheimer, Secretary	X	Ana Armas-Rullan, Workforce Readiness
X	Michael Holloway, Programs	X	Holly Eckert, Member- at - Large
X	Amy MacDonald, Certification		

Call the meeting to order. Meeting called to order by President at 4:45 p.m.

The board discussed plans for transcribing future meetings and purchasing additional audio equipment to facilitate this. The chapter secretary will use transcripts to summarize meeting notes. Audio recording will not be retained.

Motion: Elisa motioned that we use Zoom's enhanced features to record board meetings. Michael seconded. All in favor.

Motion: Elisa motioned that we purchase a microphone and speaker for approximately \$100. Michael seconded. All in favor.

Icebreaker: Build Your Perfect Beach (10 mins)

Dinner & mingle (20 mins)

Strategic Planning (Elisa)

Elisa guided the board members through part one of a strategic planning for the chapter, including a review of mission and vision statements. Elisa emphasizes the importance of becoming a "premier" chapter and encourages the board to consider what that means to them. Several items were presented for prioritization, and the board was asked to review and add additional ideas.

The group identified membership engagement, programming, and community building within the chapter as the top three priorities. Board members conducted a SWOT analysis and identified several areas of strength,

weaknesses, opportunities, and threats. We will continue the strategic planning discussion in August to address these issues and identify priority projects for the coming year.

President's Report (Elisa)

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

- Member Appreciation Event – July 25th @ 5pm – max 50 attendees, back up One Digital if over 25 register
 - Please register- anyone that can't attend interest in DIY? Lets get that order for Board Members
 - SHRM Foundation Fundraiser – Basket Raffle – \$50 donation or basket, or basket items if financially feasible
 - Volunteer contributors: Michael, Sarah, Anna, Elisa
 - Silent Auction for a 2-person date night – paid for by SPS SHRM Budget
 - Michael will check with the TAM.
 - Raffle – each ticket \$5, can't win more than once, put your ticket in the cup for item you want
 - Donations for SHRM Foundations cash or Chapter Venmo
- VLBM & Co-branding initiative - seeing priority to co-branded Chapters what does this mean for the future.
 - Elisa motioned that we co-brand with SHRM National.
 - The board discussed whether to adopt SHRM National's co-branding initiative, with some members expressing concerns about losing their chapter's identity. The board agreed that more information is needed before voting on the issue. Discuss in August.



Sample

- Attending Spokane WA State SHRM event 7/31 networking and 8/1 all day in person
 - Elisa informs the group about her upcoming trip to a SHRM event in Spokane, Washington from July 31st to August 1st.
- Shared email President/President Elect – Social media still send to webmaster. Elisa announces that she and Amber are now sharing the president email account.
- 2nd part of Strategy Session – Longer session on Aug 14th will go until 6:00 p.m. – agenda will be emailed a week before
 - Everyone agreed to extend the meeting an additional ½ hour.

President Elect's Report (Amber)

- Backfill Social Media – anyone interested in Social Media, do they know anyone
 - Need to backfill the social media role previously occupied by Amber. If there is no internal interest from existing board members, we will advertise externally.

Treasurer's Report (Alex)

Main Focus: Manage and update chapter finances.

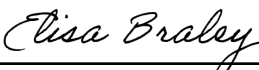
- Quickbooks: President & President Elect now have access to QB.
- Alex provided an overview of the chapter's finances, noting we have about \$98,000 in assets and are making around \$150-\$175 per month from investments.

Membership Report (Sarah)

Main Focus: X

- Membership Numbers: As of 7/9/25 Total Members 139 (2023: 330 members, 2024: 332 members)
- Upcoming event update: Art on the Avenue - Sunday July 20th 12p-5p - Booth 175 in front of Jazz Bones 2803 6th Ave, Tacoma, WA 98406
- Looking for a few volunteers to help staff the booth for 1 – 2-hour shifts. See sign-up sheet.

ACTION ITEMS
PREVIOUS MEETINGS ITEMS
CURRENT MEETING ITEMS
• Continue discussion of co-branding with SHRM National. • Continue strategic planning discussion.
CLOSING ITEMS
TIME ADJOURNED
Meeting adjourned at 6:41 p.m.
NEXT MEETING
August 14 th via Zoom – extending time: 4:30 – 6:00 p.m.



President, Elisa Braley



Secretary, Denise Altheimer