

## SPS SHRM BOARD MEETING

February 7, 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,<br>President-Elect/Programs Director    | A | Daniel Smith, Sponsorship Director           |
| X | Wendi Modarelli, Past President/SHRM<br>Foundation Director | A | Taylor McFarland, College Relations Director |
| X | Michele Zwosta, Hospitality Director                        | A | Hannah Large, Social Media Director          |
| X | Kindra Davidson, Secretary                                  | A | Kameil Borders, At Large Member              |
| A | Amber Amantea, Membership Director                          |   |                                              |

#### Meeting Discussion

##### Topic

[LINK TO MEETING](#)

##### 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:

- Review and vote for approval on updated chapter bylaws. If approved, Cheyanne will send these to WASHRM, and then on to SHRM national for official approval.
  - *Bylaws reviewed in summary by the President.*
  - *Board voted to approve the updated bylaws.*

- Annual budgets for each position, please submit your estimated budget for 2022 by 2/18/22; Chapter Officers (Cheyanne, Holly, Melina, Amber and Kindra will review, and then submit final draft to Board for final approval).
- Event/Expectations:
  - WA Employment Law Conference in March: WASHRM covers 100% of the cost for the Chapter President to attend, and gives each Chapter 1 additional ticket. Most chapters do a drawing with members to pick who receives it.
    - Discuss this and confirm how we want to proceed.
      - *Will be raffled off at the February chapter meeting.*
    - Chapter President is required to be there for this event, AND for a board meeting the day before. WASHRM/Chapters covers hotel costs for chapter presidents for Thursday night for anyone that “has a hefty commute”.
    - 90 mins one way or more if ‘hefty’ commute
  - Day on the Hill: WASHRM only covers the cost for those that help organize the event. No other discounts are given.
  - WASHRM Board meetings: there are quarterly board meetings that Chapter Presidents are required to attend
    - WASHRM/Chapters covers hotel cost for chapter presidents for 1 night for anyone that has a hefty commute.
  - Volunteer Leaders Summit - required to attend
  - SHRM Volunteers Leaders’ Meeting – SHRM covers the cost of the event for Chapter President, President-Elect, and Membership Director. The Chapter is supposed to cover the cost of airfare and hotel for those 3 positions, as they are required to attend.
    - I am planning to build this into the annual budget for the Chapter President.
- Submitted the Chapter Leadership Award Application with WASHRM on 1/27/22. If we win, we would receive a \$500 check for our chapter.
- Signed the Chapter Revenue Share Program with WA SHRM for 2022, this requires us to promote their events on our website/social media/emails, and then for each of our members that attends their events we get:
  - \$5/member for DOTH
  - \$25/member for Employment Law & HR Conference
  - \$10/member for webinars
  - \$15/member for round tables
  - \$60/member for virtual certification course
- Confirm Hannah has materials and can post on social media; I can do constant contact; Holly can you add to chapter slides for upcoming meeting?
- Currently no active chapter sponsors; remove from constant contact/etc.
  - Updated sponsor page
  - Embright interested in a possible package
  - Parker Smith & Feek interested in sponsoring a networking in-person event; thoughts on this?
    - Negative - they wouldn’t be a chapter partner
    - Positive - food/drink/venue covered for a networking event, engage members, etc.
    - *Board agrees that offering this level of sponsorship is a good idea, particularly because it is a pandemic.*

**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:**

- Updating bylaws in special sub-committee
- *Foundation fundraiser at the Rainiers baseball game. Raffle tickets and baskets?*

**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:**

- Budget request: Seconde Nimenya \$1500 virtual or \$2500 in person
  - *Preference for virtual event, in-person is cost prohibitive.*
- How about a program on choosing an HRIS?
  - *Preference for non-vendor presentation. Interest in a roundtable or facilitated panel on this topic.*
- General update on how the year is shaping up

**Treasurer (Melina)**

**Main Focus:** Manage and update chapter finances

**2022 Goals for my position:**

**Meeting Updates:**

- *Will provide actual-to-budget reports for the next board meeting.*

**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.

**Meeting Updates:**

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**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:**

- Prearranged absence from board meeting; will update with budget by 2/18/22
- I received a quote from Drew who created our logos to have two ads created for social media to increase membership, as well as an ad to increase our constant contacts. The quote is \$150.00. \$120.00 for the membership ads and an additional \$30.00 for the ad to increase our contact. My goal is to increase our membership numbers, as well as get more people to come to our Chapter meetings. Through constant contacts we can connect with those that are not members to try and get them to become members if they are a member of SHRM National. These ads will help to advertise this. I was hoping to put a slogan on one of the ads and Cheyanne thought it would be cool to have a contest for our members. I love the idea! We would give \$50.00 to the winner. I would like to propose that we pay \$150.00 for the ads, as well as the contest prize for the slogan.
- I am looking at how we can become involved in the Tacoma Chamber of Commerce to hopefully get our Chapter information out there. Cheyanne will reach out to SHRM National to see if this is possible. I have received the membership options should we be able to join.
- I have restructured how we set up new members by sending a questionnaire form to those who designate us as their chapter to gain more information from those joining and then I am setting them up with an account on our SPS site. I noticed that when I sent out an email for them to create an account, the member wouldn't. I sent it out for the first time last week and had an immediate response, which is awesome.
- I am starting to clean up our constant contact lists and our actual members on our SPS.

#### **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:**

- Absent

#### **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:**

- Prearranged absence from board meeting; will update with budget by 2/18/22

#### **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:**

- Prearranged absence from board meeting; will update with budget by 2/18/22

### **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:**

- January Meeting:
  - Gross sales \$240, net sales \$208.11
  - Tickets sold: 19 (10 members, 0 students, 1 non-members, 8 Board members)
- How they reached us:
  - Direct traffic - 35
  - Automated email promotion - 3
  - Event discovery platform - 3

**In person meetings** - budget and plan for in-person in 2022:

- Networking events (we have 1 potential sponsor for 1 event)
  - 2 drink tickets per person plus finger foods
- Chapter meetings
  - Breakfast meetings

**Post meeting:** per request, requiring the following when attendees purchasing tickets to our chapter meetings:

- Title
- Number of Employees
- Industry

### **At Large (Kameil)**

**Main Focus:** Support the board on an as-needed basis

**2022 Goals for my position:**

#### **Meeting Updates:**

- Absent

### **Action Items**

#### **Previous Items**

1. ALL All board members to update their SPS SHRM gmail passwords by the next board meeting. DUE 2/7/2022
2. COMPLETE - ALL Register for the Chapter meeting - the code will be sent to the Board in a follow-up email. DUE 1/11/2022
3. MICHELE - Consider adding additional data inputs on Eventbrite that would capture size of company, industry, etc.
4. CANCEL - HOLLY. Schedule an additional lunch and learn in January on the topic of OSHA ETS mandate. DUE 1/17/2022

5. COMPLETE - AD HOC COMMITTEE: Finish and finalize by-laws before the February meeting so we can review and adopt. DUE 2/7/2022

#### **New Items**

1. Cheyanne will send updated bylaws to WASHRM, and then on to SHRM national for official approval. DUE 3/7/2022
2. ALL. Submit annual budget requests for 2022. DUE 2/18/22.
3. ALL. Board members required to attend Volunteer Leaders Summit on 2/24/22.
4. HOLLY. Add WA SHRM employment law and HR conference event information to chapter slides for the February meeting.
5. MELINA. Prepare actual-to-budget financial reports for March board meeting. DUE 3/7/2022
6. MICHELE Consider adding additional data inputs on Eventbrite that would capture size of company, industry, job title. Will start for the February chapter meeting.

#### **Closing Items**

#### **Time Adjourned**

- 7:03 PM

#### **Next Meeting**

- March 7, 2022, 5:30 PM, ZOOM

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President, Cheyanne Farr

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Secretary, Kindra Davidson