

YCC SHRM Board Meeting
March 19, 2009
Hilton Garden Inn

The Board meeting started directly after the monthly Chapter meeting at approximately 1:35 pm.

Attendees: Russ Knight, , Michele Lorusso, Cheryl Forlines, Hope Prevette, Tim Neuman, Julie Vogues, April Simpkins, Paula Harvey, Greg Day, Kaye Burks.

- ✓ Decided that the minutes from each Board meeting should be sent in advance of the meeting for review. Hope will send them out once for additions/changes and then again the Friday preceding the monthly luncheon. Please “Bless the Minutes” to save time during the board meeting.

- ✓ **President Report**-Russ shared info on the HR Professional of the Year Event. Had over 140 guests. Have outgrown the RH City Club. Look at Palmetto Room, and Baxter Hood Center. Julie to research possibility of getting the BHC for free next year. Good speaker this year. Make sure we get another strong speaker for next year. Look at rotating some of the job duties for the event next year. Keith Wheeler interested in taking a bigger role. Russ will get together with a committee to start the planning process in April.
 - Cheryl mentioned that we should reach out to all members that attended the event to invite them to join the chapter.

- ✓ Noted that we had a lot of visitors this month. Feel that marketing and strong speakers are the contributing factors.

- ✓ **Non Dues Revenue Generation**- Greg shared that we now have \$5595 in non dues revenue for the year. This is over the last year number. However things are slowing down because of the economy so have not filled June, August , November or December yet.
 - Cheryl would like to see us offer a partnership for free to maybe one of our members like Catawba Care or Culture & Heritage Museums. There are some members that are with charitable organizations.

 - Greg to put documentation and structure to the partnership program so that it will be set up for next year.

 - Ogletree would like to offer free legal advice but we would need available space to have some sense of privacy. Work with the Hilton to make some space available. Could offer space in the newsletter for “Ask the Expert” type of format?

- Julie would like to see if the web site can handle a section where we could ask questions of the partners. Would need to be a monthly feature. Johnette would need to be consulted.
- ✓ Need to revisit the credit card issue. Comes up often from the membership and guest.
- ✓ Need to get more companies to participate in the directory and web site. Julie can start referring back to the web site for some articles that appear in the newsletter. Greg feels that we need to market the web site better. Also need to link companies to the web site that participate as partners or general company info for members. Will have to get with Johnette to discuss.
- ✓ **Finance**-Michele reported that we have lots of money!! \$15,000 approximately.
 - Keith Wheeler will go to the National Conference on behalf of our chapter in partnership with Benefit Controls.
 - Looking for a sponsor for the 6 Star Legislative Conference. Full day conference to be held in Charlotte with approximately 250 attendees. Michele has reached out to several companies. Advertising and materials exposure. Let Michele know if you find someone. Cost is \$350 for room sponsor and \$250 for lunch.
- ✓ **Membership**-April reported that we have 75 members on the roster. Up from 62 last month. Some members have not renewed. Greg, Michele and Hope to call them and get them to re-up.
 - Welcome items have been located!! April will put together packets for April meeting. Michele would like to see us contribute something to the welcome packets from SHRM. Discussion favorable and unfavorable. Perhaps a letter or brochure? Russ asked Michele to look in to cost and the options for us to provide a gift. Will revisit after we receive Michele's report.
 - April asked if there was consideration on dues if you were a member of another chapter. Russ to find out next week on SHRM President conference call.
 - Need to streamline communications around membership dues that have been paid. Lots of barriers to make this process easier. Need further discussion.
 - Look at sponsoring an event this year for the purpose of getting out our name in the community. Everyone seemed interested in the idea . April to explore some of the options and report back.
 - Greg mentioned "lunch with a leader" which will need to be looked at in depth. Greg and April to discuss.

- Julie mentioned that we should have each months topic listed somewhere at the monthly meetings to entice members and guests to return the next month.
- ✓ Hope reported for Melissa on name badges. Will be a white badge with the SHRM affiliate logo with name and SHRM certifications. Talk about other certifications but since this is a SHRM organization decided that we should go with SHRM certifications only. Have to get with all members to make sure what their certifications are. April to email all of the members to verify.
- ✓ **Newsletter**-Julie asked for ideas about the Newsletter. Michele said she had missed the info about speaker./sponsor. Perhaps needs to be moved closer in! Try the 2nd page. Should be very visible and as large as possible.

Meeting adjourned at 2:35 pm.