



June 21st, 2016 - Board Meeting Minutes

**Present:** Johnny Skowronek, Josh Grace, Kevin Mognahan, Mark Tulman, Katia Albright, Karyn Jensen, Teresa Finn, Brad Stewart, Jeromy Manke, Starlene Regaldo, Cathy Norris, Melissa Davies

**Absent:** Laura Cox, Kellie George, Cindy Saunders, Debbie Harris, Sherry Griffin.

**Motions:** Cathy moved to approve the May minutes, seconded by Josh Grace, motion carried unanimously. Melissa made a motion to approve the May financial reports, Josh seconded, motion carried unanimously.

### **Reports:**

#### **\*\*Strategic Plan Update\*\***

#1 - Create Quarterly Programs Above and Beyond Monthly Chapter Meetings. Target sub group topics – eg HR 1s, YPNs Recruiters. Survey the Membership Yearly to find out topics for the subgroups and specific challenges. Create budget and strategy to attract high caliber speakers --- defined by monthly, quarterly, and social programs (includes air fare, speaker fees, hotel)

#2 - Create a pool of skilled volunteers. Create recognition and incentive strategy Increase and automate communication systematically with potential current volunteers a central newsfeed. Create infrastructure for Volunteers

#3 - Increase Membership by 30%. Recruit non-members by promoting NNHRA at other association meetings. Retain existing members through membership renewal letter. Reactivate past/expired members

#4 – Increase Attendance at Monthly Meetings by 100%  
Make monthly meetings interactive that include small group work as part of presentation. Create a one year plan for the monthly meetings. Create a welcoming environment for meeting attendees. Create strong advertising campaign. Make sure that meeting information is sent out in advance and future topics are publicized

**President report:** Have been receiving a lot of inquiries about event and community announcements to blast to our members from a lot of organizations like Boys and Girls Club, ADP, etc. Board discussed and agreed that they should be directed to come to the meeting to make an announcement. Possibly post it on the website. Need to start deciding if you will be on the board next year or if

you will be recruiting for a replacement. SHRM State conference is coming up, we need sponsors if you know anyone. NNHRA has been referred by Johnny Skowronek to Gratis Payments and we received a quote from Kirk Allaire. Board discussed and we would like to approach the current vendor and see if they can match the rates so we don't have to switch. Recruiting for 2017 board positions. Attended SHRM NV state council meeting. State conference is in need of sponsors. Attended Cvent training as well.

**President Elect report:** Planning the Summer celebration for volunteers. Thinking about August 23<sup>rd</sup>. Tentatively booked at Napa Sonoma Plumb Lane. The goal will be about 40-50 people. It's a thank you to our volunteers and a recruiting opportunity for the board. Everyone is invited. In the process of creating a meeting sponsor proposal after thinking about the large amount of revenue brought in by sponsors for the BPTW. Has great ideas about benefits that could be attached to that- logo on monthly invitation, allow sponsor to greet attendees at the door, be the only flyer on breakfast tables, etc. Melissa suggested that the Past President take care of attracting sponsors. Brad agreed he would do it for the next 6 months while he is PP. Turning badges over to Melissa to send out. Wants to have Illeana come to our July meeting to roll out our strategic plan. As a thank-you to Illeana, we would like to have her help roll out the plan to our membership.

**Past President Report:** \$1,000 dollars to collect, but we will have a net income of about \$4,840.94!

**Secretary report:** N/A

**Treasurer report:** Lost money in May, but mostly because of BPTW expenses that come out early. We also have some CC processing bills that came through this month. We also paid out scholarship monies, so those account for some of the costs that are associated with the loss. Lost money on a Carson City event, only about 200 some dollars. Final payment made to media x-ray for website. Reviewed YP Event Budget, CC workshop budget and BPTW final numbers.

**Membership report:** Membership drive in full-force. 11 new members so far since May. Committee is inviting At Large members personally to our August membership drive meeting so we can get their SHRM # and code them over. We will be phasing our free breakfast coupons after this membership drive. Need to collect raffle prizes for the meeting that were donated. Need everyone's help to blow up the August meeting. Each board member bring at least one guest?

**Communications report:** Website launch in progress

**College Relations report:** N/A

**Publicity report:** N/A

**Diversity report:** Getting stuff lined up for presentations for the diversity conference. Kit Pendergast is booked so far. She would waive her fee and in exchange we would have to purchase workbooks for about 8 dollars per. She would be 1/3. Confirmed use of the Atlantis for Div Summit in October. October 12<sup>th</sup> to be exact. Need to know what percentage of individuals pre-register, pay at the door and total number of attendees.

**HRCI Certification report:**

Spring study group ended June 11. Results will be reported of the 5 who will take the test from this group.

**Programs report:**

Sent a request to program organizers requesting event description for inclusion in new website. Working with Frances for a way to streamline how to submit events. Reviewing Cvent registration for programs. Will be creating a description for the Reno programs chair and for volunteers interested. Looking for a new chair and need volunteers.

July – Breakfast with the BEST

August – Active Shooter

September – Business Ethics

October – Diversity Summit

November-

December-

**Workforce Readiness report:**

Presented WR website to Chamber/EDAWN Workforce Consortium on May 19.

Received bids from 2 digital marketing agencies & received 2 part-time social media position resumes for part-time social media contractor, both college seniors. Met with State Council Social Media Director Andrea Lange to investigate getting Google Analytics info from SHRM state council site and add a blog page to our website.

Learned about State Council's LinkedIn page where we can post blogs. Attended Industry Connection subcommittee of Chamber/EDAWN Workforce Consortium with committee member Marcella Granick on June 16. Upcoming Activities: Committee meeting on June 22 to discuss next steps and actions for social media plan. Committee member Marcella Granick is joining Chamber/EDAWN Industry Connection subcommittee. Subcommittee's mission is to help local companies identify skill needs for Nevada's major industry sectors.

**Legislative Affairs:** Legislative Advocacy day is March 8<sup>th</sup> at Carson Plaza Hotel.

Karyn pointed out that March 8<sup>th</sup> is our meeting date. Left a message for Leg chair for SNHRA Anthony Golden.

**Best Places to Work:**

**SHRM Foundation report:**

**Young Professionals report:**

YPN/NNHRA event planned for June 23<sup>rd</sup>- How to get the most out of LinkedIn.

**Carson Chair report:**

Meeting adjourned at AM

Next Board meeting: July 26th, 7:30am @ BOSMA Business Center

401 Ryland St. Minutes prepared by: John Skowronek Jr, Square 1 Solutions