



Board Meeting Agenda

August 29, 2013

9:00am – 10:00am

Conference Call In : 1-866-206-0131 Pin: 273785 #

Present:

Marcos Ramirez, Katherine Sanford , Dana Brandt, Tammy Oehlke, Susan Willars, Cheryl Jones
Elizabeth Baur –CMP

I. Call to Order

Marcos Ramirez

Meeting called to order at 9:05 a.m.

II. Approve July Minutes

Marcos Ramirez

The board reviewed the minutes from the previous months, in which there were no formal actions, but discussions regarding current events.

Motion to approve all outstanding minutes- Marcos

Second to motion- Susan

All approve, motion carries

III. Review of May Financials

Tammy Oehlke

i. Ratify Electronic Vote on April Financials

A query was raised regarding the effect of the mailed postcards. The postcards will likely not generate a great deal of income, but further marketing will take place to drive membership and revenue.

The need to approve previous month's financials was raised. Review included a question around whether or not salary survey results had been completed, and why the income was not

all in. It was noted that funds are distributed quarterly, but that there is an amount that seems to be late.

Action item! – Elizabeth will find out how what funds have not been sent over, and will notify the board with the specific amount

Marcos noted how there was a misunderstanding with the Werling Survey and rumors of changing to a new company, and will be calling the contact to quell those. Elizabeth had confirmed with Werling that there was no such intent for them to quit serving anytime soon.

Marcos and Tammy recommended to the board that they approved the previous month's financials and recommended that they be approved.

Motion to approve financials through July and ratify all outstanding financials – Susan Willars

Second to motion- Cheryl Jones

All Approve, motion carries

IV. Membership

Dana Brandt

a. Membership Report

The board reviewed the membership report. Dana noted that she was pleased with all of the May renewals, but disappointed that there aren't as many now. There is hope that the registration blast for the conference will help to drive renewals. Renewals are running about 53 percent behind last year. Help is needed from each director to encourage membership and to push their own communities and connections to join, renew, and register for the conference.

Action item!- Elizabeth is to review whether or not it was it the postcard or invoicing timeline which spurred the May increase in renewals

V. Committee Reports

a. Communications

Cheryl Jones/Teresa Westover

Only a Save the Date has been shared on the LinkedIn Page. Now that the link is set up, it would be great to share more information on that platform with the graphics. Cheryl plans to post more information there as soon as possible.

b. Education

i. Annual Conference

Susan Willars

A question regarding a call from Gena the attorney was raised, noting that she had wanted to know the time and date she is going to speak. Lindy reported that she has reached out, and that speaker agreements have been sent to all of the speakers. This also outlines their speaking spot. The board reviewed the agenda and speaker slots listed online together. Lindy will be creating an abstracts and bios page.

Lindy conveyed that she had been contacted by Kay Bailey Hutchinson's staff asking about what they would like her to speak about? Leadership and/or Healthcare Reform were identified as key topics that the board would like to have her review. Caution not to overlap with other speaker's content was shared. Leadership as it relates to the challenges faced with healthcare reform / or leadership facing challenges, i.e., Leadership Hurdles would fit the theme.

Action item!- fix affordable typo on agenda , Challenges, next to FMLA needs to be edited

Marcos reported that he had asked Lindy to share the chapter rate offerings. She did indicate that both Houston and Dallas would be offered the same rate; HSHHRA is the acronym for Houston. Typically communication has travelled through their leadership and then they communicate it out to the rest of the chapter. TSHHRAE is actively trying to pursue a mutual business relationship with them, though that has not come to fruition. DFWHHRA is the Dallas acronym.

Action item! – Lindy to forward template email to Marcos for him to share with chapter leaders

Action item!- Send some mailers out to each of the chapter leaders after Marcos reaches out

The registration link is active and working. It was noted that renewal timing can be a factor in it not working.

Action item!- look into communicating/invoicing the membership again , review issues for those having trouble registering.

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Registration blast to be sent out with content after the html issues are resolved. This item will be sent out shortly and it will likely be sent out by the end of the week. Marcos to send out via the ASHHRAE list. If anyone knows of sponsors or vendors, then please refer them to Lindy or the link online. The board reviewed the existing sponsorships. There is one diamond, one silver, and four gold's currently. Lindy is happy to follow up with any contacts as needed. There is currently not an application for Pre Check. Werling will also be sending in a sponsorship. There is a link on the website that outlines all sponsor levels and that has the application.

Lindy asked what CEUs would be offered? Will nursing credits be offered? It was agreed upon that it was a lot of work to get the nursing ones. HRCI certification will be offered though, and a form from past years might be on the server, otherwise, they should have a link online to apply for this. This is a big seller for attendees. Lindy will be completing this quickly.

The budgeted goal for sponsor revenue is \$25,000, and we are only at \$7,500. The board discussed committing to reaching out to others by the end of next week.

Action item!- set up a planning call for the second week of September with Lindy, Kathy, Susan, Becky, and Elizabeth

Lindy reported that she will be in San Antonio next Wednesday and plans to visit the hospital to try and see what the set up would be onsite. Marcos noted that the media might be present due to the Senator's presence and asked members to be prepared. Marcos will be the designated speaker if need be, but any board member could do this as hosts of the conference.

ii. Networking Luncheons

Kathy Sanford

No report.

VI. Old Business

Marcos Ramirez

a. ASHHRA affiliation update

Eileen Brown

There was no report, but the board noted that they received a Category 2.

VII. New Business

Marcos Ramirez

a. Houston/Dallas Alliance- Future Events

Eileen Brown

As was previously noted, Marcos will reach out regarding the conference.

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The consensus was shared that the conference agenda looks great. The event committee was commended. Marcos asked that everyone reach out and spread news of the conference to their circle of influence.

VIII. Adjourn

Marcos Ramirez

Motion to adjourn- Susan Willars

Meeting adjourned at 10:00 a.m.