



**Board of Directors Meeting  
November 19, 2021 10AM**

**Join Zoom** <https://zoom.us/j/99989675338?pwd=N0tVRHRJcWZQM1FuTFVnWjdhc0ZZQT09>

Lisa Smude	President
Chad Engstrom	Past President & ASHHRA Liason
Lois Slick	Treasurer
Christina Draper	Secretary & Scholarship Coordinator
Shannon Demgen	Chapter Management Director
Jessica Frank	Social Media Director
Jane Koliass	Salary Survey Coordinator
Heidi Powell	Education Director
<del>Laurie Daniels</del>	<del>Communications and Marketing Director &amp; Membership Director</del>
Paula Wokasch	Business Partner Liaison
Brianne Ptacek	Member at Large
<del>Dave Mandel</del>	<del>Business Partner at Large</del>
Blake Martin	Business Partner at Large
Nicole Nyberg	

**Agenda**

- 1. Call to Order** Lisa Smude, President
  - a. 10:10am
  - b. Introductions of the Board and new board members
  
- 2. Presentation of the October Board Minutes** Chrissy Draper, Secretary
  - a. Chad motions to approve
  - b. Paula Wokasch 2<sup>nd</sup> the motion
  - c. Motion passes unanimously
  
- 3. Treasurer Report** Lois Slick, Treasurer
  - a. Total Assets: \$125,630.40
  - b. Year to Date Net Income: -\$11,279.90
  - c. Fall Conference Budget: 30k actual was \$30,886.75
    - i. All expenses should already be accounted for
  - d. Checking: \$77,834.62 (down 10k from last year)

#### 4. Old Business

- a. None

#### 5. New Business

- a. SWOT Analysis – Discussion will be postponed until January
- b. Spring Conference Dave Mandel, and team
  
- c. Budget 2022 Lisa Smude
  - i. Income:
    - 1. Membership dues is slightly down
    - 2. Shannon: Have not gotten chapter management money yet
      - a. [Shannon to investigate this with ASHHRA](#)
    - 3. Salary survey – should get the actual soon (from Justin)
      - a. [Jane to check on this](#)
    - 4. Conference income
      - a. Spring attendance is a little higher usually
      - b. Base budget on 30 paid attendees @ \$275
        - i. Previously charged \$275 for members
        - ii. Cost for conference is still being determined
          - 1. May need to increase cost of registration
        - iii. Costs going up for hotels and food
      - c. BP's were down – companies were not letting them attend large meetings.
        - i. Spring Conference BP – will stretch to \$15,000
        - ii. Fall conference BP– will stretch to \$20,000
  - 5. Expenses
    - a. Allocate \$7,500 for board leadership to attend ASHHRA (\$1,500 for each role)
    - b. Conference Expenses
      - i. Might be low due to increase in prices
      - ii. Mark 30k for both fall and spring
    - c. Contract services
      - i. TEAM fees going up, will adjust [Clair to check on the proper amount](#)
    - d. Education/ Scholarship
      - i. Fall and spring educational - \$2000 total
      - ii. Fall 500, spring 250, ASHHRA
    - e. Printing Mailing – keep as is
    - f. Logo updating may cost some, but will leave for now
    - g. Board meeting – keep board meetings virtual for 2022
      - i. Can delete board meeting expense costs from 2022 budget
  - ii. In January Meeting we will revisit the budget
- d. Spring 2022 Conference

- a. Blake to call thumper pond to see if they can accommodate the number of people for the conference.
  - b. Fergus Falls – hotel and conference center could be an option
  - c. Fall conference 2022 - 50-70 attendees is estimated
  - d. Both conferences will be revisited in January
- e. Fall 2022 Conference
  - i. Membership at Large board members are going to take the lead on the Fall Conference planning.
    - 1. Heidi, Blake, Nicole
    - 2. Lois also willing to help
- f. Vote for education Scholarship
  - i. Jessica Spicer applied - going for her SPHR
    - 1. Has won it once before
    - 2. \$1000 per individual per year.
    - 3. Max of \$2000 per individual
  - ii. Motion to approve Jessica Spicer winning the educational scholarship
    - 1. Shannon Demgen motions to approve
    - 2. Lois Slick Seconds the motion
    - 3. Motion passed unanimously
- g. Open Board Positions
  - i. Social media director filled by Jessica Spicer
  - ii. Education – to be filled
  - iii. BP – open
  - iv. BP Liaison – open
    - 1. Paula stepping down
    - 2. Heidi would be willing to consider it. 2 years is a long commitment.
  - v. VP – open
    - 1. Chad volunteered for Vice President this year.
      - a. Chad wants to see someone else in VP role.
    - 2. Weakness in HHRAM – Not a lot of people willing to take on that leadership role.
      - a. There is a lot of stress, particularly in COVID environment, so it is particularly difficult to find someone to commit.
    - 3. Lois does not want to be VP, but would be willing if needed.
  - vi. Treasurer – Open
    - 1. Could combine treasurer and secretary role.
    - 2. Chad would be willing to be treasurer
  - vii. President
    - 1. Lisa through 2022
    - 2. It is a big commitment to do 2 years as president, consider making a change to 1 year commitment

viii. By December 1<sup>st</sup>, all Board positions will be determined.

1. Heidi, Chad, Lois, Brianne, and any other interested parties should get back to Lisa on their interest.
2. Lois to reach out to Christina about combining secretary and treasurer.

**6. 2021 Goals** keeping these on as a reference as we plan 2022

a. Lisa will take the goals and send out updates – will revisit in January

<i>Goal</i>	<i>Presenter</i>	<i>Updates</i>
<p>Membership: Increase Membership by 3% from 2020 (ended at 195 members) and diversify membership by adding 1 (one) nonhealthcare membership (i.e. Dental, Mental Health, Vision). Also want to increase ASHHRA Membership by 2 people.</p> <p><i>*We should keep this goal the same</i></p>	Lisa Smude and Laurie Daniels	<p>Currently have 29 HHRAM members that are signed up for ASHHRA. That is 15%. ASHHRA wants 20% or at least be able to show the efforts made to get that percentage up.</p> <p>HHRAM to pay for Executive Boards ASHHRA membership (if exec board employers do not pay for it).</p>
<p>Conference Attendance: Host 1 (one) in person conference in 2021 &amp; 1 Virtual offering (more than just a webinar).</p> <p><i>*Suggest going back to the original goal of increase conference attendance, before it was adjusted</i></p>		<p>Sunsetting the goal of ‘increase conference attendance’ for 2021.</p> <p>Likely focused on the Fall conference for 2021. <i>Chad to reach out to Heidi and venues to determine best course of action</i> and where the conference could be best hosted.</p>
<p>Re-engage Business Partners: On 3 separate occasions engage Business Partners</p> <p><i>*Think we still need to focus on re-engaging BP’s to ensure we get back to our old level of participation</i></p>	Paula Wokasch/ Dave Mandel	<p>Suggestions: 1 social hour event (Chrissy, Paula and Lois looking into this) and 1 webinar/podcast event.</p> <p>If business partners feel they are adding value, they will want to stick around.</p>
Increase Social Media Presence	Mandy Dobosenski	Suggestion to roll out the new logo @ the Business Partner meetings

\*Think we need to keep this goal the same

**Updates**

- |                                      |                            |
|--------------------------------------|----------------------------|
| a. Secretary                         | Chrissy Draper             |
| b. Scholarship Director              | Chrissy Draper             |
| c. Communications and Marketing      | Laurie Daniels             |
| d. Membership                        | Laurie Daniels             |
| e. ASHHRA                            | Lisa Smude                 |
| f. Salary Survey                     | Jane Koliass               |
| g. Business Partner Liaison          | Paula Wokasch              |
| h. Chapter Management                | Shannon Demgen             |
| i. Director of Education             | Heidi Powell               |
| j. Business Partner Members at Large | Dave Mandel & Blake Martin |
| k. Social Media Director             | Jessica Frank              |
| l. Member at large                   | Brianne Ptacek             |

**2021 HHRAM Board Members**

<b>Lisa Smude</b> - President/ temporary social media
<b>Chad Engstrom</b> - Past President
<b>Chrissy Draper</b> -Secretary
<b>Lois Slick</b> -Treasurer
<b>Shannon Demgen</b> -Chapter Management
<b>Paula Wokasch</b> - Business Partner Liaison
<b>Laurie Daniels</b> - Communication and Marketing Director
<b>Jane Koliass</b> -Salary Survey Coordinator
<b>Dave Mandel</b> - Business Partner –Member at Large
<b>Blake Martin</b> - Business Partner-Member at Large
<b>Heidi Powell</b> - Director of Education
<b>Brianne Ptacek</b> -Member at Large
<b>Jessica Frank</b> - Social Media

<b>Future meeting</b>	TBD
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Meeting adjourned: 12:00pm