



**Board of Directors Meeting Minutes
January 21, 2022 10AM**

Join Zoom

<https://www.google.com/url?q=https://us06web.zoom.us/j/86786784161?pwd%3DY3orVIBjbmtORTFPZkhhd0Q4YWQ1Zz09&sa=D&source=calendar&ust=1643119448430674&usg=AOvVaw1CHaBDT25m3IIIZNuoxJVt>

Present:

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

Agenda

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| <ol style="list-style-type: none"> 1. Call to Order <ol style="list-style-type: none"> a. 10:05 am 2. Presentation of the November Board Minutes <ol style="list-style-type: none"> a. Chad motions to approve the minutes <ol style="list-style-type: none"> i. Blake seconds the motion <ol style="list-style-type: none"> 1. Motion passed unanimously 3. Treasurer Report <ol style="list-style-type: none"> a. Checking \$89,065.31 b. Assets \$138,469.28 <ol style="list-style-type: none"> i. Down about 6 k from last year | <p>Lisa Smude, President</p> <p>Chrissy Draper, Secretary</p> <p>Lois Slick, Treasurer</p> |
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- c. Net Income -\$4,205.26
 - i. Largely due to Fall conference – biggest expense is venue (Food & bev)
- d. Budget
 - i. Do we need to scale back on expenses if we are not getting as much revenue?
 - 1. Could remove boxed lunches on Friday to reduce cost on conference food. Offer snacks or send attendees out to lunch.
 - ii. Salary survey budget increased to \$8,500
 - iii. Increasing Early Bird Conference pricing to \$250 and then \$300 for normal pricing.
 - iv. Increase Fall Conference cost by \$50 for each registration type
 - v. [Dave to get back to Lois on conference expense estimate](#)
 - 1. May have members pay a small fee to go on the boat Thursday night – could include 2 drink tickets.
 - vi. Scholarships – could cut back on conference scholarships

4. Old Business

a.

5. New Business

- a. Spring Conference Dave Mandel, and TEAM
 - i. All speakers are lined up and scheduled
 - ii. Food is lined up, hotel is reserved
 - iii. Wednesday night Board Dinner not planned yet
 - iv. Next steps
 - 1. Brochures
 - a. Include promotions of activities in and around still water.
 - b. Ask BPs to promote conference on their channels
 - 2. Attendee Registration
 - 3. [TEAM to email some details and ideas to Dave and Chad](#)
 - 4. FEB 11th Conference Subcommittee is meeting
 - 5. Planning ahead of time on what swag is wanted
- b. Leadership roles Lisa Smude
 - i. Possible Roles
 - 1. Chrissy – Secretary and Treasurer
 - 2. Lois – President elect
 - 3. Chad – Business Partner Liaison
 - a. BP would be one that attends the ASHHRA conference
 - i. [Would have to amend the bylaws](#)

1. combine Secretary and treasurer as well
- ii. TEAM to look this over and make amendments, send out poll to members if necessary.

ii. Voting

1. Secretary, Treasurer, and VP need votes from membership
 - a. TEAM to work on this – make a poll (Vote needed prior to Feb 18th)
2. BP liaison can be appointed

iii. Role Updates

1. President – Lisa Smude
2. Past President – Chad Engstrom
3. President Elect – Lois Slick
4. Secretary/ Treasurer – Chrissy Draper
5. Scholarship Director – Heidi Powell
6. Communications and Marketing – Laurie Daniels
7. Membership – Laurie Daniels
8. ASHHRA – Lisa Smude
9. Salary Survey – Jane Kalias
10. Business Partner Liaison – Chad Engstrom
11. Chapter Management – Shannon Demgen
12. Director of Education – Heidi Powell
13. Social Media Director – Jessica Frank
14. Member at large – Brianne Ptacek
15. Member at large Nicole Nyberg
16. Business Partner at Large – Dave Mandel
17. Business Partner at Large – Blake Martin
18. TEAM to switch roles on website – hold off on director roles until a vote.

c. Fall Conference

Heidi Powell and Blake Martin

i. Working to finalize the location

1. Couldn't get a response from Chase on the Lake
2. Looking at Thumper Pond – dates would be in later part of September
3. Will look into Arrowwood
4. Could do Rochester, but is located further away.
5. St. Cloud could be a good Spring conference option.

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

<i>Goal</i>	<i>Presenter</i>	<i>Updates</i>
Membership: Increase Membership by 3% from 2021 (ended at 181 members in	Lisa Smude and Laurie Daniels	Currently have 29 HHRAM members that are signed up for ASHHRA. That is 15%. ASHHRA

2021) and diversify membership by adding 1 (one) nonhealthcare membership (i.e. Dental, Mental Health, Vision). Also want to increase ASHHRA Membership by 2 people.		wants 20% or at least be able to show the efforts made to get that percentage up. HHRAM to pay for Executive Boards ASHHRA membership (if exec board employers do not pay for it).
Conference Attendance: Increase conference attendance. Had 54 attendees for Spring Virtual 2021 - increase by 5 people. Had 41 attendees for Fall 2021 – increase by 5 for 2022.		
Re-engage Business Partners: On 3 separate occasions engage Business Partners Chad to think about options on how to re-engage.	Chad Engstrom/ Dave Mandel	
Increase Social Media Presence	Jessica Frank	

2022 HHRAM Board Members

Lisa Smude - President / ASHHRA Liason
Chad Engstrom - Past President/ Business Partner Liaison
Chrissy Draper -Secretary / Treasurer
Lois Slick - President Elect
Heidi Powell – Scholarship Director / Director of Education
Shannon Demgen -Chapter Management
Laurie Daniels - Communication and Marketing Director / Membership Director
Jane Kalias - Salary Survey Coordinator
Dave Mandel - Business Partner –Member at Large
Blake Martin - Business Partner - Member at Large
Jessica Frank - Social Media
Brianne Ptacek -Member at Large
Nicole Nyberg – Member at Large

Future meeting	February 18, 2022 @ 10:00
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Meeting Adjourned: 11:32 AM