



## Board of Directors Meeting

August 20, 2021 10AM

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

Present: Lisa Smude, Lois Slick, Paula Wokasch, Heidi Powell, Jane Kolas, Chad Engstrom, Dave Mandel, Laurie Daniels, Shannon Demgen, Blake Martin

### Agenda

1. Call to Order Lisa Smude, President
    - a. 10:03am
  2. Presentation of the May Minutes Chrissy Draper, Secretary
    - a. Laurie Motion to approve
    - b. Chad 2<sup>nd</sup>
    - c. Motion Passed – May minutes accepted
  3. Treasurer Report Lois Slick, Treasurer
    - a. Assets \$143,766.44
    - b. Net income: \$2,064.78
    - c. Checking: \$95,126.59
    - d. Wells account CD closed and moved to Wells Fargo
    - e. Wild Apricot is due for renewal, Lois card had fraud, unauthorized charges were reversed, she is to get new card and pay it.
  4. Old Business
  5. New Business
- a. Fall Conference Jessica Spicer
    - i. Jessica could not make it to meeting.
    - ii. [TEAM to resend graphics to Lisa for Social Media](#)
    - iii. 16 attendees, 1 Sponsor
      1. Waiting on HACU to sign up as sponsor as well
    - iv. ASHHRA Table – should we have it this year?
      1. Is someone willing to take it on?
        - a. Dave to get it set up
        - b. [Heidi to reach out to Board members to fill shifts for the table.](#)
          - i. Jane & Chad willing to help.

2. HHRAM Table – Usually combined with ASHHRA table.
- v. Corey will be virtual presenter, all other presenters will be live.
- vi. What’s the right thing to do with the Delta Variant?
  1. SHRM is still going on
  2. Minnesota state fair is still on
  3. HHRAM plan is to keep moving forward.
    - a. Some companies may restrict travel.
    - b. Some vendors have said companies can’t attend large events.
    - c. Do we need to have X number of people to determine if we still have it?
      - i. Either way we will likely lose the money on hotel and speakers.
      - ii. Board is hearing reports of attendees saying they will sign up but are just waiting until closer to the date.
    - d. Not interested in knowing peoples vaccination statuses. We will follow hotel policy – if they require masks, we will wear masks.
    - e. We will try to do things outside when possible.
  4. Sponsors
    - a. Robin Dawdle will come
  5. Meals: Usually buffet style, serve yourself. Revamp for COVID?
    - a. 1 boxed lunch, 1 plated dinner
    - b. Appetizer meal might be buffet style, Lisa to talk to Jessica to figure out the plan.
  6. [TEAM to send digital copy of brochure to Jane and include link to digital brochure in net Attendee email.](#)
  7. Have we updated signage with new logo?
    - a. No – maybe do a new logo roll out at Spring conference to give us more time

## 6. 2021 Goals

<i>Goal</i>	<i>Presenter</i>	<i>Updates</i>
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).	Lisa Smude and Laurie Daniels	Sitting at 174. A little bit down.

Also want to increase ASHHRA Membership by 2 people.		
Conference Attendance: Host 1 (one) in person conference in 2021 & 1 Virtual offering (more than just a webinar).		Meeting our goal so far.
Re-engage Business Partners: On 3 separate occasions engage Business Partners	Paula Wokasch/ Dave Mandel	Were involved in spring conference, hopefully get involved in Fall conference here. Discuss something additional like having them provide education, or send out something in a news letter. Continue try to re-engage.
Increase Social Media Presence	Lisa Smude	Lisa to increase presence going into the conference.  Get as much engagement as possible with the posts at the conference and give away a small prize to most engaged.

### 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 Kalias    |
| g. Business Partner Liaison     | Paula Wokasch  |
| h. Chapter Management           | Shannon Demgen |
1. Shannon to look at list and see if there are particulars we need to focus on.
  2. The conference will get us more points.
  3. If you have not done mock interviewing, great way to get points.
    1. [Lisa to send her documentation for mock interviews and her activity with SHRM](#)
  4. ASHHRAs move away from AAA – might change things with chapter management.
  5. Lisa could help with ASHHRA Committees after April

- i. Director of Education Heidi Powell
1. No updates
  2. Should we connect with Kansas Group and do something virtual?
    1. Shannon to find and send Karen's contact information
  3. Sunset COVID resources page?
    1. Sunset it for not, brainstorm if there is something else to put there.
    2. TEAM to work on sunseting it.
- j. Business Partner Members at Large Dave Mandel & Blake Martin
1. Fall Conference: May run into issues with people being able to come.
  2. When would the Board like to have speaking materials (handouts, presentations, etc)?
    1. Dave to email Jessica
  3. Blake: Plans to sponsor drinks – but with COVID is it worth it? Or should I look to sponsor something else?
    1. Pier B has nice outdoors space and Blake could sponsor drinks from the restaurant.
      1. Paying for drinks at a hotel can get expensive.
  4. Blake: How flexible will Pier B be?
    1. If we cancel the conference, we will just have to be okay with losing the money. Could change depending on governmental restrictions.
- k. Social Media Director Open/ Shannon filling in
- 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 Kalias</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>Future meeting</b>	Sept. 28, 2021 in Duluth, location TBD
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