**LHRMA May Board Meeting Minutes**

**Wednesday, May 8, 2019**

**Present**: Amy Dorenbach, Justin Schreier, Cindy Mefford, Robbie Seybert, Lindsay Selig, Beth Hemphill, Tara (in place of Jessica), Amber Dingwell, Angela Caldwell

**Absent**: Jamie Mohrman, Jenessa Keiser, Amy Spellman, Joel Scherling, Maggie Hayek

**Action Items:**

* Beth is going to send out a survey to our members asking if there’s any new positions that need to be added to the salary survey.
* Angela is going to work on the non-profit sponsorship application and bring it to the June board meeting.
* Amber is going to follow-up with some other companies regarding our website redesign. Amber is also going to work with some other board members to get content on our current website updated.

**Beth Hemphill, Chapter Management Professional (CMP)**

* June newsletter submission deadline is May 20th. Get necessary items to Beth Hemphill. Best way to correspond is via e-mail (lhrma0048@yahoo.com).

**Amy Dorenbach - Secretary**

* Amy made a motion to approve the April minutes in Dropbox. Robbie approved the motion; Cindy seconded the motion. No board members opposed the motion.
* Amy discussed items regarding the salary survey. A draft of the survey was sent out to the board on May 2nd for review. Items to follow-up on include:
	+ Amy needs to ask Christy if a company’s HR Department only consists of one person, are they listed under the “other” category?
	+ Amy asked the board if we want to send out a survey to our members asking if they want any new positions added. The board agreed this is a good idea and Beth will send a survey to our members.
	+ Amy asked the board if we want the salary survey prices to remain the same for 2019. The 2018 prices were:
		- LHRMA Member Participant - $100
		- Non-LHRMA Member Participant (this rate does not include membership) – $250 \*Non-LHRMA members can become a LHRMA member for $75.
		- LHRMA Member, Non-Participant – $450
		- Non-LHRMA Member, Non-Participant – $500
	+ The board agreed to leave the prices the same and increase our marketing efforts to get more participants to complete the survey.
	+ Amy will check to see if the survey company can help LHRMA market or promote the upcoming salary survey. Amber stated we could market the survey in Strictly Business, Facebook, and LinkedIn.

**Maggie Hayek – Treasurer**

* April Financials:
* Total Income for April: $2,445.92
* Total Expenses for April: $2,943.13
* Lindsay made a motion to approve the April financials. Cindy approved the motion; Amber seconded the motion. No board members opposed the motion.
* Please see the full financial reports in DropBox for additional details.
* Lindsay made a motion to approve the 2019 budget. Robbie approved the motion; Justin seconded the motion. No board members opposed the motion.

**Lindsay Selig, President**

* Meeting announcements
* Justin is going to have Jessica Campbell come and talk about the May membership drive.
* Lindsay will make an announcement that the salary survey will be sent out in mid to late June and the results should be out by September.
* Lindsay will make an announcement about the Nebraska SHRM conference registration.
* Jessica is going to make an announcement about the gift baskets.
* Lindsay discussed e-mail blasts and whether or not we still want to sell these. She stated that we don’t want to show favoritism. We also don’t want to overwhelm people with e-mail. Lindsay stated that we’re regularly saying no to companies because of conflicts of interest. Justin stated that we could stop selling e-mail blasts and steer them towards sponsoring a meeting. With sponsorship, we could then allow them to send an e-mail blast. The board agreed that this is a good idea and we’ll add it as an option to all of our sponsored tiers. One e-mail blast will be added to the bronze and silver level & two e-mails blasts will be added to the gold level.
* Follow-Up
* Non-profit sponsorships/announcements
	+ Angela stated that our sponsorship levels are fairly inexpensive to begin with and questioned if we should just leave this as is. Robbie suggested offering non-profits a $50 discount. Angela stated if we do this, we need to define who constitutes as a non-profit.
	+ Lindsay reviewed all of the sponsorship levels that we currently have.
	+ Robbie stated that we could use the same structure but put an asterisk beside the tier levels that discounts may be available for non-profits. If anybody wants a waiver or discount, we could vote on an as-needed basis. The companies would need to complete an application for the board to review. Justin stated we could offer this opportunity for the bronze sponsorship tier. Angela is going to tweak the application that she had started working on and bring it to the June board meeting. Beth stated that Angela could send the form to Zach and he could format it. Angela will make sure to tell Zach to just build the form, but not make it live. Lindsay questioned how many discounted options we want to have available each year. Angela is going to talk to her committee to determine how many “community give back” events that we have available to do a drive of some sort. Toys for Tots will be our November event but we could rotate that out as well.
* Constant Contact
	+ Lindsay stated that we are paying for Constant Contact and using it for membership pieces. However, we are using the website for e-mail blasts. Beth stated that there’s a law out there that skews numbers of who is opening the e-mail due to internet security blocks.
	+ Lindsay questioned if we can do away with the database and pull the members from the website on a monthly basis and update it in Constant Contact. Justin stated this would add another layer of work for Beth.
	+ Lindsay discussed the pros and cons of sending information out to the 400 people who are on the website versus only sending out e-mail blasts to just the members. Robbie stated that sending out the information to the entire website list dilutes the value of the membership. Beth stated that sending out e-mails from the website would require quite a bit of extra work to only include members. Beth said it would be easier to use Constant Contact when we only want to send to members. Justin and Beth are going to meet sometime so Beth can see how Constant Contact works. Lindsay stated we will review this again at the June board meeting.

**Cindy Mefford – Programs**

* May 14th – Hillcrest, Lincoln, NE
	+ Luncheon – Why Strategies Fail
	+ Presenter: Dan Sedor
	+ Cindy stated this program will receive HRCI credit. Beth is going to include this on the e-mail blast and Amber is going to promote it on social media.
* June 11th – Wilderness Ridge
	+ Luncheon – RISE - Getting Talent Back to Work
	+ This program will also offer a workshop.
	+ Presenter: Pamela Bourne & Jeremy Bouman
* July 9th – Southeast Community College
	+ Luncheon – Mental Health w/Panel
	+ Presenter: Dr. Dave Miers & Susan Sapp (lawyer)
* September – Opioid Crisis and addiction at Embassy Suites
* October – Service versus comfort animals at Southeast
* November – Legal topic
* December Social – Have members bring a friend
* Cindy stated that she posted the updated list of meetings in Dropbox.
* Cindy stated that the first time we do a presentation on a webinar she would prefer that we don’t pay a speaker because the system had some quirks to it in case it doesn’t go well. Lindsay stated if we have people interested in the webinar, we could cap the number of people who can attend.

**Jamie Mohrman, President-Elect (Absent)**

* No report.

**Amber Dingwell – Marketing/Social Media**

* Rebranding update.
	+ Amber reached out to some larger companies and stated that they are well out of our budget scope. Amber reached out to some of her marketing contacts to pick their brains. Amber stated the quotes she received to complete the entire website rebranding was around $15,000. Lindsay suggested reaching out to Newslink and Red Thread. Lindsay stated that Zach; who works at Red Thread, was not involved in the initial design of the website. Justin is going to send contact information to Amber for a contact at Newslink.
* Amber asked that board members look through the website at their specific areas to see if content needs to be added, removed, etc. Lindsay suggested creating a sub-committee with Amber and two other board members to spend an hour or so reviewing the website. Cindy stated that we could pull the website up at a board meeting in the future. Lindsay suggested asking Amy S. if she would be on the sub-committee because she has some historical knowledge of the website.
* Amber is looking for more content to share. She asked board members to send her pictures, calendar events, etc. Lindsay suggested we look at the calendar on a month-by-month basis at the monthly board meetings.

**Robbie Seybert – Workforce Readiness**

* Champion Employer Matches with Student Intern Update
	+ Robbie stated we have 12 champion employer student matches. There’s 4 or 5 that are still reviewing students. He said the most matches we’ve ever had was 17, which was last year.
* Buddy System – Meeting on Friday. Each member on the committee has 2-3 employers., they will reach out once every couple of weeks to see how things are going. They are also going to take pictures that we can use for marketing.
* Celebration Event: Thursday, July 18th at 4pm (Location TBD), location will likely be at Assurity. This should be nailed down in the next month or so.

**Justin Schreier – Membership**

* Justin stated that the membership number as of April 30th was 268. Last month we were at 263. The board has a goal of 350 members for the year. Beth believes there’s more that she’s received that haven’t been processed.
* Justin is going to send out a final e-mail for renewals stating that their membership has ended. Lindsay stated that we want to ensure that they are no longer on the e-mail list. Beth stated that we may still want them on the e-mail list so they receive information about the meetings, salary survey, etc. Justin is going to reach out to Zach to see if he can create an exit interview type of form to find out why they didn’t renew their membership.
* Membership Event
	+ Justin stated that the spring membership event is May 30th from 5:30 p.m. – 7 p.m at Craft Axe Throwing. Justin said they would have pizza and drinks available at the event.
	+ Amber stated that she could make something for the May meeting to market the event.
	+ Justin stated that the registration that Zach created for the website has been working because we’ve had registrations come through.
	+ Justin stated it was around $500 to reserve lanes for 30 people. He believes with pizza and drinks the budget will be around $1,000. If we don’t reach 30 people, we won’t be charged for those lanes.
	+ Beth stated that she would include the event in the newsletter. Justin is going to send the flyer to both Amber and Beth.
	+ Lindsay agreed to come to the event to speak about LHRMA and Justin is planning on handing out the new LHRMA tri-folds to attendees. Justin is going to bring his laptop for individuals to join LHRMA on-site. Justin is also going to send out a reminder e-mail for everybody’s who’s registered for the event. Justin will also save the membership event flyer in Dropbox.

**Jenessa Keiser - College Relations (Absent)**

* No report.

**Tara (in place of) Jessica Reay – SHRM Foundation**

* Tara stated that we currently have approximately 15 baskets for the May meeting.
* Tara stated we will need approximately four tables. Three for baskets and one to purchase tickets.
* Amber will promote the May meeting on social media and Beth will include meeting information in the e-mail blast this week. Amber is going to reach out to Jessica to get the price of tickets.
* Jessica will prepare a thank you for the June newsletter. Tara will remind Jessica of the May 20th deadline.

**Joel Scherling, Past President (Absent)**

* No report.

**Angela Caldwell – Community Outreach**

* Angela stated that the last circle meeting was cancelled approximately 30-minutes prior to the event. Luckily, she isn’t aware of anybody that showed up. The next circle meeting is scheduled for Friday, June 7th.
* Angela stated the next series for LPED is focused on diversity and recruiting.
* Angela stated that Susan Rocker asked her what constitutes a non-profit. Susan stated that their Master’s program at Doane does offer an HR track.

**Amy Spellman – Certification (Absent)**

* No report.

Meeting adjourned at 1:02 p.m. The next board meeting is scheduled for Wednesday, June 5th, 2019 from 11:30 a.m. to 1 p.m. The meeting will be held at Eastmont Towers at 66th and O Street. Board members will need to enter in the Springfield building and check-in with reception.

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