**LHRMA January Board Meeting Minutes**

**Wednesday, June 5th, 2019**

**Present**: Lindsay Selig, Beth Hemphill, Maggie Hayek, Justin Schreier, Jenessa Keiser, Jamie Mohrman, Cindy Mefford , Robbie Seybery, Angela Caldwell, Jessica Reay, Amber Dingwell, Joel Scherling

**Absent**: Amy Dorenbach

**Action Items:**

* Lindsay following up with SHRM payment for Chapter Financial Support and will follow up with Maggie.
* Angela has new contact information. Lindsay will send to the group.
* Angela will work with Zack on an application for non-profit sponsorships. This will be a waiver of the bronze tier fee. Angela will email out to everyone prior to making active.

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

* February newsletter submission deadline is January 20th.  Get necessary items to Beth Hemphill.  Best way to correspond is via e-mail ([lhrma0048@yahoo.com](mailto:lhrma0048@yahoo.com)).
* Beth stated that she has some check renewals that she needs to go through but we should have about the same membership numbers as last year.  Either Beth or Justin will e-mail the board and let us know if we need to make or send any membership renewal e-mails or phone calls.

**Amy Dorenbach - Secretary**

* No Report- Absent
* Approval of May Minutes
  + Robbie made a motion for approval, Jamie second. Board Approved.

**Maggie Hayek - Treasurer**

* Approval of May financials.
* December Financials:
* Total Income for December:
* Total Expenses for December:
* Please see the full financial reports in DropBox for additional details

**Lindsay Selig, President**

* Meeting announcements
* Justin will announce new members from May and a follow up from the Axe Throwing
* Amy S. will announce the newly certified.
  + Lindsay will announce State Conference Registration and will also be adding those to the weekly email blasts.
* Lindsay shared that Nancy Conway, SHRM, is providing all attendees at the June 11th Program the opportunity to sign SHRM initiative on behalf of themselves or their organization in regard to reinstating formerly convicted/incarcerated individuals. This is optional.
  + Robbie suggested that we have a chance to review prior to the Program before asking individuals to sign- Lindsay will get a copy of what will be provided.

**Cindy Mefford – Programs**

* June 11th – Wilderness Ridge
* Luncheon Program & Workshop – RISE Proram
* Presenter: Pamela Bourne;
* OneSource is the Silver Sponsor
  + Presentation will address how employers can resinstate the formerly convicted/incarcerated to the work force.
* There will be no chapter program in August due to State Conference.
* LHRMA would like to provide a webinar option for a meeting later this Fall- Cindy will work with Jamie to coordinate web conference, topic and speaker. Jamie agreed to take the lead.

**Jamie Mohrman, President-Elect**

* No report.

**Amber Dingwell – Marketing/Social Media**

* Marketing Initiatives- Amber provided a description of each vendor she has contacted in regard to website re-design
* Newslink was discussed as an option. The board unanimously determined that they would not be the correct fit due to the need for consulting on the site refresh and ongoing service.
* Collaborative Industries was also discussed as an option, as Zach Tobey current is contracted to work on the LHRMA site. He has background knowledge of how to work directly with NE Digital, as well.
* Mary Sullivan was the third option and has great knowledge of graphics and brand strategy.
* Lindsay proposed that we select Mary Sullivan to create Brand Standards/Email Templates/Member Handouts. Secondly, we would then utilize Zach for maintenance of the site, website consultation, social media schedule. The board agreed to move forward in this direction.
  + Amber will contact Mary to begin the process of creating brand strategy and will provide a draft for the committee (Lindsay, Amber, Jamie) to approve and bring forward to board.
* Justin suggested that email

**Robbie Seybert – Workforce Readiness**

* No report (absent).

**Justin Schreier – Membership**

* Justin shared that we had 8 non-members and a few student members from Doane attend the craft axe throwing social.
* Justin stated that total RSVP’s were 26 and 13 attended.
* A free lunch meeting was offered to those who attended and Justin recommended that we plan for 3-8 additional attendees to the June Program.
* Justin stated that his committee was very helpful in coordination and planning for the event. He stated that he would like to utilize them more in coming events and provide oversight.
* Justin reported membership numbers as of May 31st, 2019 were between 271-275 up from 268 in April 2019 and 263 in March 2019.
* It was suggested that we begin sending out emails to let members know when their annual membership has expired- a confirmation at beginning and mid-year.

**Jenessa Keiser - College Relations**

* No report

**Jessica Reay – SHRM Foundation**

* May Basket Raffle results were down from previous years   
  Total $480- Goal was $800
* Jamie suggested adding photos of the top baskets in the email blast prior to the meeting to increase interest and thanking the donating companies before
* Amber suggested including a message to understanding what the donation is for and how it benefits the chapter and SHRM
* Lindsay reminded the group that Board Members are recommended to donate $30/year to the SHRM Foundation. These donations also benefit our chapter funding.
* Amber suggested a member survey to ask some of the questions that we are wondering about location/understanding of membership/SHRM raffle
* Lindsay suggested sending out text poll surveys each month at the meeting. This would encompass a different LHRMA or membership topic each month. Amber will research what the cost and/or options are.

**Joel Scherling, Past President**

* No report (absent at time of report).

**Angela Caldwell – Community Outreach**

* Circle on Friday, June 7th at Ameritas. Amber will add to the website calendar. Too late to get it out to the membership.
* Angela has new contact information. Lindsay will send to the group.
* Angela will work with Zack on an application for non-profit sponsorships. This will be a waiver of the bronze tier fee. Angela will email out to everyone prior to making active.

**Amy Spellman – Certification**

* No report (absent at time of report).

**Constant Contact Discussion** – Justin and Beth had the chance to meet and discuss Constant Contact. LHRMA will now use Constant Contact for all email updates. We discussed the possibility of emailing all contacts from the web site (current and non-current members) once a month about with the meeting information. Regular email blasts would only be sent to members to promote them as a benefit of membership. This may require an upgrade in the version of Constant Contact being used. Lindsay will discuss whether this is possible with Beth.

Meeting adjourned at 12:58p The next board meeting is scheduled for July 3rd and will be an email meeting. Board members will need to submit any updates prior to the agenda being sent out and the Board will vote to approve the agenda. Lindsay will send the email to the Board.