**LHRMA October Board Meeting Minutes**

**Wednesday, October 2, 2019**

**Present**: Amy Dorenbach, Justin Schreier, Lindsay Selig, Amber Dingwell, Angela Caldwell, Jessica Reay, Jenessa Keiser, Amy Spellman, Maggie Hayek, Beth Hemphill, Robbie Seybert, Jamie Mohrman

**Absent**: Joel Scherling, Cindy Mefford

**Action Items:**

* Justin, Amber, & Beth are going to work on the website and postcard for both new and renewing members.
* Beth will follow-up regarding credit card compliance.
* Lindsay will follow-up with venue locations for the December board celebration.
* Amber will research pricing for new re-branding items.

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

* November newsletter submission deadline is October 20th. Get necessary items to Beth Hemphill. Best way to correspond is via e-mail ([lhrma0048@yahoo.com](mailto:lhrma0048@yahoo.com)).
* Beth and Justin questioned if we were going to continue offering both the $75 and $225 memberships. Justin believes that approximately 5 individuals have selected the $225 membership. Justin and Beth also discussed coming up with a simpler way for members to renew. Lindsay proposed using a QR code on a postcard and also having Zach put a “Renew Now” button on our website. Justin also suggested adding a “Join Now” button on the website. Justin, Amber, & Beth are going to work together on the website and postcard. The board agreed that annual membership pricing will remain the same at $75 and we will adjust the option which includes programs to $210.

**Amy Dorenbach - Secretary**

* Amy made a motion to approve the September minutes in Dropbox. Jessica approved the motion; Angela seconded the motion. No board members opposed the motion.
* Amy stated that the salary survey results were initially e-mailed out on 9/23. However, an error was found and 10 positions were left out of the PDF version of the survey. This was corrected and a revised report was e-mailed out on Monday, 9/30.

**Maggie Hayek – Treasurer**

* September Financials:
* Total Income for September: $2,385.45
* Total Expenses for September: $3,392.13
* Maggie has submitted everything for taxes and review of our financials to Crystal. Lindsay stated that typically; if the review is completed, Crystal has come to our November board meeting.
* Please see the full financial reports in DropBox for additional details.

**Lindsay Selig, President**

* Meeting Announcements
* Amber stated we can make an announcement regarding the LHRMA Linked In page.
* Justin is going to announce the new members and let members know to be on the lookout for a renewal postcard.
* Lindsay discussed credit card compliance testing. Beth volunteered to go through the compliance testing with the company. The company stated that we should not be using the credit card reader at meeting facilities with a wi-fi connection. Lindsay suggested either stop accepting credit card payments at meetings or purchase a hot spot. Beth stated that currently, we are out of compliance. Justin suggested getting a VPN for the LHRMA website to encrypt the data. Beth stated that she could use her own hotspot on her cell phone. Beth is going to check with the credit card company and ensure that using a hot spot would be in compliance.
* Lindsay discussed the December board celebration. It will be held on December 4th. The board discussed a number of different venues. Lindsay is going to check into options available. Lindsay will not be in attendance but will give Jamie all of the details. Lindsay will keep the board posted at our November meeting.

**Cindy Mefford – Programs (Absent)**

* October 8th – Southeast Community College
  + Luncheon – Service Animals Versus Comfort Animals
  + Presenter: Marna Munn
* November 12th – Misty’s Isle
  + Luncheon – Legal Topic
  + Presenter: Mark F
  + Toys for Tots
* Program document has been updated in Dropbox.
* Cindy questioned if the board wants to have a bring a friend event to the December meeting. The board agreed that this would be a good idea.

**Jamie Mohrman, President-Elect**

* Jamie has lined up a speaker for the webinar from 12-1 on October 17th. The webinar will be on pay equity. Registration for the webinar is required. The webinar is also offering credit to attendees. The webinar is free for all attendees. Lindsay stated we can use the webinar as a membership drive and encouraged LHRMA board members to promote it.
* Jamie has the 2020 LHRMA board slated. Lindsay explained the process for replacing board members under the by-laws. Lindsay stated that Amy S. and Joel will both be stepping down. Nicole Hall is proposed to be replacing Amy Spellman. Lindsay will step into past-president role and Jamie will step into the president role. Robbie has agreed to step into the president-elect role. Stacy Wilkinson will be replacing Robbie for the Workforce Readiness role. The board will vote on these changes at the November meeting.

**Amber Dingwell – Marketing/Social Media**

* Amber is going to e-mail the board the updated logo options. The board also had a chance to view the changes that were made to the logo.
* Amber proposed rolling out the new logo at the December social. She mentioned getting t-shirts created for board members or coming up with some sort of swag to promote the new logo. Justin also suggested getting a tablecloth with our new logo. Robbie requested getting a pop-up created for LHRMA with our new logo. Amber is going to do some research on pricing for all of these items.
* Jessica suggested getting some cheaper items to give away to all members who attend the December social event. Amber will research pricing on some of these smaller items that the board can discuss at the November meeting.
* The board discussed name tags with the new logo as well. Beth mentioned that creating a new label is very difficult because the current logo is separate pieces. Amber said she will ensure that the new logo is all one piece.
* Lindsay discussed getting our website updated and ensuring that it matches our new brand. Lindsay thought that creating a separate sub-committee might make this easier. Amber, Beth, Justin, Amy S. & Zach are going to work together to ensure the website gets updated as needed. Justin suggested that Mary be involved with the rebranding effort as well.

**Robbie Seybert – Workforce Readiness**

* Robbie stated 1st Jobs Lincoln is doing their annual debrief on Friday. They are going to look at how everything went and see how they need to improve. They are also working on having a good succession plan as board members rotate around.

**Justin Schreier – Membership**

* Justin stated that membership as of September 30th was 308. Our goal is 350 members by December 31st.
* August - 303
* July - 295
* June 30th – 278
* May 31st – 271 to 275
* April 30th – 268
* March 31st - 263
* Thirteen new members joined at the SHRM NE Event. This will carry them through the rest of 2019 and all of 2020.
* Justin discussed if LHRMA wants to evolve and give an option for a company membership pricing. He stated the membership would still have to stay with the person but we could offer the company membership at a discount.
* Robbie suggested companies having separate tiers, if a company has 1-5 employees, they would get a certain discount, 6-10, 11+, etc.
* Justin stated the discount may have to be steep to help drive membership numbers.
* The board discussed the pros and cons of offering a company membership discount. Lindsay suggested that we table this idea and we can discuss it again in June of 2020. Lindsay also suggested that currently we select 5 specific companies to target them with a special for 2020 and discuss in June how that plan worked.

**Jenessa Keiser - College Relations**

* Jenessa stated that UNL’s first meeting is tomorrow so she will be working on that.

**Jessica Reay – SHRM Foundation**

* No report.

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

* Lindsay is going to reach out to Joel to have him send out past president invites to the November meeting.

**Angela Caldwell – Community Outreach**

* Angela discussed the non-profit application with updates that we had discussed from prior meetings. A draft was also given to all board members. The board suggested some modifications and Angela will make the suggested changes.
* Angela stated that Vocational Rehab reached out to her to discuss Disability Employment Awareness Month. They would like to have LHRMA participate and help sponsor their event coming up on October 23rd. Angela passed out flyers to the board members regarding the event. Angela stated this would boost our name and also offer credits. Amy stated that we can’t issue credit for the event unless we are part of the event. Lindsay clarified that providing breakfast for the event would count as participation. Co-sponsoring the event would cost $100. The board agreed to co-sponsor this event by providing breakfast. Angela is going to send Maggie the contact information for HyVee so she can place the order and pay via credit card.
* Angela is going to get the dates and time confirmed for the November meeting to relay the information to Toys for Tots. Lindsay confirmed the date is November 12th at Isles Pizza. Angela is going to work on a draft e-mail to remind people to bring a toy and send it to Beth to send out via Constant Contact before the November meeting.

**Amy Spellman – Certification**

* No report.

Meeting adjourned at 12:58 p.m. The next board meeting is scheduled for Wednesday, November 6th, 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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