



## MEETING MINUTES

### Southern California Chapter – Board Meeting

January 16, 2018

Meeting was called to order at 11:38am in The Copper Conference Room, NAC Architecture and via Zoom conference call.

#### Attendees:

Helena Jubany | President  
Orin Williams | President – Elect  
Leona Ketterl | Membership Chair  
Matt Riddle | Secretary  
Scott Hammond | Treasurer  
Dawn Brisco | Board (at-large)  
Saif Vagh | NAC Architecture  
Annette Wu | NAC Architecture  
Laura Kazmierczak | NAC Architecture  
Tina Frank | NAC Architecture  
Mariana Lavezzo | HED  
Carla Cummins | A4LE

#### Absent:

Brett Hobza | Board (at-large)

#### Approval of Minutes:

December 2017 meeting minutes approved by all.

#### Discussions:

- Leona provides written report on membership- Carla clarifies that membership reports usually have a one-month lag due to reports being generated toward the end of the month. 67 members to date for So. Cal.
- Positive feedback all around on Chapter “homework” assignment. Orin reports that other chapters are looking to do something similar in nature and use for marketing/ motivational purposes. Another suggestion is made to condense a summary of everyone’s reasons for joining into a short elevator pitch to promote on the fly. Additionally- Orin suggests “recap” of events that include summary and photos. This would help build momentum for next event.

- Laura confirms that all documentation and submittal forms are in place for CEU for attending events.
- Tina reports back on communication plan, states that we will explore creating a LinkedIn Group rather than a separate page or profile. Washington Chapter is already using this model. The Board wants to consider adding Communications Director from within- no volunteers yet.
- A4LE So. Cal. Suggest using Mail Chimp for communications rather than A4LE infrastructure because of simpler format and ease of tracking, etc. Carla recommends staying with A4LE platform since steps are already in place and new, more user friendly website is fast approaching roll-out. In the meantime, Helena will send Carla all Mail Chimp info.

## Open Business:

- Upcoming Events:
  - This Thursday (1/18/18) San Diego Event (Scott) Everything is in place!
  - New event in February in conjunction with EXCOMM visit. 2/15/18
  - April event: (Matt) Finalizing plans for tour/speaker/lunch at Marlborough School.
  - May awards ceremony. Planning in process, subcommittees at work, Mariana to update.
- Membership Recruitment:
  - All board members should continue to promote within their own professional networks.

## Meeting adjourned at 12:17

February 2018 meeting will take place on Tuesday, 2/20 at 11:30 am via Zoom conference call.