



## MEETING MINUTES

### Southern California Chapter – Board Meeting

February 20, 2018

Meeting was called to order at 11:32 am in The Copper Conference Room, NAC Architecture and via Zoom conference call.

#### Attendees:

Helena Jubany | President  
Leona Ketterl | Membership Chair  
Matt Riddle | Secretary  
Scott Hammond | Treasurer  
Brett Hobza | Board (at-large)  
Dawn Brisco | Board (at-large)  
Annette Wu | NAC Architecture  
Laura Kazmierczak | NAC Architecture  
Tina Frank | NAC Architecture  
Carla Cummins | A4LE  
J. Liao | LPA Inc.

#### Absent:

Orin Williams | President – Elect  
Mariana Lavezzo | HED

#### Approval of Minutes:

January 2018 meeting minutes approved by all.

#### Discussions:

- Leona reports on ways to strengthen membership and “onboarding” new members once they join. Is considering using the homework assignment we all did to craft an elevator pitch type email. What else should welcome emails say? Carla suggests a personal note from member chair as often new members aren't sure who to contact or what to expect. Leona to draft something; this will also help keep tabs on new members, etc. Additionally, Leona to investigate plugging in with other organizations for promoting and will report back. So Cal membership still at 67.

- Helena gives recap of a great February Australasia Event. General sense was that A4LE has been the organization that has most helped raise the quality of work in that region. Suggests an Australia field trip which could be partially coordinated by locals. Everyone loves this idea—when do we leave?
- Tina suggests creating an events committee to diversify topics and locations. Next year should include more research-based events to go along with tours/networking.
- Awards update: Helena for Marian; Process is moving along on separate shared doc. Post cards are ready to be handed out at CASH. Schedule/timeline is being finalized. Location of ceremony has been finalized (A+D Museum). The board recommends \$195 for entry fee. More to come as we approach deadlines.
- Funds discussion: Carla confirms that there are no “break-away” funds from Nor-Cal chapter but mentions possible start-up support as membership fees may get funneled back to the chapter and proportionately shared. Suggests charging for events and sponsorships/fundraising.
- Prof. Dev. Credits- Laura to provide Carla with JAMS attendance list to be fully up to date.
- Communication Plan: Tina states that LinkedIn group page will not work but we will be able to move forward with a company page. Will send out link to all board members to be passed on to contacts. New protocol for event publicity will include a message 30 days before the event with reminders 2 weeks before and 1 week before the event via email and social media. The day after will include email/social media recap and highlights.
- Need help filling new roles of Social Media Lead, Email blasts/graphics, Events Committee.
- The board wants to explore a monthly newsletter rather than so many email messages. Carla mentions a template where if we submit general info in a word doc, it can be converted into a newsletter and sent out to chapter members.
- Tina to serve as interim Communications Director and Scott to assist with events planning until role is filled.

## Open Business:

- Upcoming Events:
  - April event: (Matt) Finalizing plans for tour/speaker/lunch at Marlborough School. Right now event is set for 4/19/18 at 11:00 am. LPA Inc. and AKA to present.
  - 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.
  - Forward LinkedIn Co. page once available.

## Meeting adjourned at 12:24 pm

March meeting will take place on Tuesday, 3/20 at 11:30 am via Zoom conference call.