

## TRC BOD Meeting – March 22, 2017

Attendees: Lorie Wood, Kristin Peterson, Lori Stillwell, Brad Brekle, Morgan Johnson, Debbie Duncan, Dan White, David Stange, Kate DeFrancisco, and Jacob Green.

Meeting called to order by Lorie 9:02 am CST.

### 1. Logistics

Costs for possible other options for presentation: Venue will provide one computer, and the presentations will be provided prior to the meeting by Lori Stillwell. A second screen would require a second computer. Layout of room should work with only one projector/screen that everyone can see. Other option is to have a projector on either side. Jacob recommends bringing a second computer for ease of viewing. Venue can accommodate day of if we need another projector/screen. Venue can provide the screen, or it can just be projected on the wall. Venue can project pictures, logos, etc all over the venue. We would need to provide an additional computer. Jacob will look into the TRC logo projected on the floor/walls. Two computers/Two screens, Kristin and Lorie can provide laptops.

### 2. Programs

Speakers are all confirmed, travel is booked. All have been spoken to recently. Program is drafted and ready to go to print pending final sponsor list. Tonya is still pending, but is committed to leading one table. Presentations are due March 30<sup>th</sup> to Lorie, and she'll send it to Jacob. Everything all set otherwise. Lorie owes Lori a few slides to add into the presentation.

Lorie asked if there was a way to compile the programs we've held and how membership has grown over the years. Morgan will look at old files, since we weren't in the system back then. Kate can also go back in old files to evaluate what can be found about programs/membership over the years. Exact numbers aren't so important, but a general idea of what TRC looked like back in 2012/2013 would help. Spring 2013 had 74 registrants for the Spring 2013 Meeting at Deloitte (guests/attendees/speakers), estimate of 65 members.

Board members will rotate among the tables to take notes and to ensure against solicitation. With approximately 90-100 attendees and 6 tables, Lori will manage the flow of people to avoid overcrowding at a table.

The board will not reconvene prior to the spring meeting. **Please keep Lorie posted on any updates regarding the venue, program, or other considerations.**

### 3. Community Outreach

We have not heard back from ERC on the match yet, so the selected recipient hasn't been contacted yet. The recipient will be contacted once we have heard from ERC. "Flip-a-Chip for the Scholarship" for the scholarship fund is being planned. An email blast will go out on 3/24. Start time is still 9am on the agenda for registration/networking, confirmed. Sara needs a table and an easel stand or two. Jacob will check in on these items if they can be provided. Wood chips will be numbered 1-200 with corresponding prizes. 3 chips for \$20. Pick your prize!

### 4. Sponsorship

Sponsorship closes on Monday 3/27 and an email blast will go out then to indicate that it is closed, but that a door prize can still be brought. On Friday, 3/31 another email will go out regarding door prizes. Sara will send the text for the 3/31 email to Kristin. All door prizes will go to Flip-a-Chip. Brad indicates that YTD we have raised \$14,625 total. If annual sponsorships of \$3,825 are deducted, a balance of \$10,800 remains for the spring meeting. We may not hit our target. Susan is working on the sponsorship logo slides for the meeting and website and Brad is handling signage.

#### 5. Technology and Communications

We have 84 registrants for the program and 40 for the after-hours event, so it appears that we will meet our target. Registration closes on 3/31, with our last call for registration email blast occurring on 3/23. Our final headcount for the venue is due 3/23, but we can likely move that. Jacob will give a guarantee of 84 attendees and will provide our final headcount later for catering purposes. Kate will also go ahead and indicate 50 attendees for the after-hour event. Kate is handling the final headcount. The venue may require the second half of payment. Kate will let David know and he will make the payment. The post-meeting survey is being developed.

#### 6. Membership

Debbie reports that we have reached out to everyone available (members and lapsed members) and are in pretty good shape on this. There are 101 active members currently. She will have name badges for the meeting, with the exception of BOD name badges, which Lorie will handle based on information from Morgan. Two people have registered as first time corporate attendees, though they are service providers with membership dues paid. It is unclear why this is occurring in the system. Six others are registered this way, but we do not yet know whether they are in fact corporate. There may be a setting in our system that has changed, resulting in this being the only available option for registrants. Some of these individuals still need to pay for the spring meeting. Debbie suggests that, for a first time corporate attendee, perhaps we should route them through us rather than through the system. Some of these people may have been added manually as a speaker. Perhaps the spring meeting event was made public, rather than for members only, causing this result.

#### 7. Anniversary

We have free commemorative pencils to give away that say TRC. Morgan will send the 2012 recap and list of board members to Lorie. Please contact Lorie if you need any historical information for the program. Historical sponsorship information is available from the system 2013 to show sponsorship growth. Kate can pull a report on this from Fall 2013 to current.

Meeting adjourned at 9:59 am CST.