

## IIDA October Board Meeting – 10.01.09 4:00PM

### Attendance:

Stephanie Hosier  
Jay Reyhons  
Alissa Lemke  
Leigh Wiand

Caitlin Ward  
Jennele Svoboda  
Sara Mills-Ryan  
Michelle Blunk

Nicole Boesen  
Abby Scott  
Jamie Eckmann

- Jay Reyhons motioned to approve the September board minutes. Jennele seconded the motion. And everyone approved.
  
- Jay Reyhons reviewed the financial report and investments.
  - Jay reviewed the profit and loss from the last month.
  - Most of Cruise for the Cause is done just waiting for one check.
    - Discussion was heard Cruise for the Cause's profit was approximately \$8000.
  - Most recent activity shows that the Chapter came out \$2000 ahead for the month. Expenses totaled \$4153. Profit totals \$5900 for the year. And total income is \$10,000.
  - Jay mentioned that we had money markets with Wells Fargo and mutual funds with Prudential. He mentioned meeting with a financial advisor to discuss other investment options.
    - Jay would like to combine the money markets to CDs and the mutual funds into bank fund accounts or CDs depending on which will pay out the highest over time.
    - In past years there has not been a need to have better access to the money, but this could change due to the economy.
      - Nicole Boesen mentioned that there is enough money in the checking account to cover those money needs.
  
- Membership:
  - Eastern Iowa Membership committee is meeting in November
  - Omaha Membership committee has not met yet.
    - A trick or treating event is planned this month and an event is planned for over Christmas.
  - Des Moines City Center's ISU tailgate event brought out 12 students and no professional members except for board members.
    - Discussion was heard to advertise further in advance. People enjoyed the event and want us to do it again next year. The event will be held again next year and discussion was heard to maybe raffle off game tickets.
  - Discussion was heard in regards to brainstorming ideas to improve attendance. Maybe do a survey on what events the members would attend.

- Leigh Wiand mentioned they plan to keep track of the student attendance at events and hold a raffle. It was discussed that might be something to include the professionals in on, or hold a separate raffle.
- Leigh mentioned that it would nice to see a Chapter membership target list and see if target industry members would like to join and introduce them to the chapter website and events.
- Discussion was heard that the Eastern Iowa City Center is also trying to figure out ways to increase attendance.
- Discussion was heard that the Omaha City Center is having attendance issues mostly due to industry members planning events on the same days.
- Sara Mills-Ryan was interested in seeing if Alese VanHolland would come down to the Community College in the Quad Cities to promote membership because they have an Interior Design program.
- Leigh mentioned we need to come up with incentives to increase attendance, such as prizes or a free membership.
  - Word of mouth is key.
  - Board members need to remind or invite a couple of people.
  - Discussion was heard that if a raffle takes place, members who bring in people should have their name entered twice.
- Stephanie mentioned to be conscious of budgets for next year to include a drawing prize (free membership, etc).
  - Each city center is to have their own drawing for the same prize.
  - Discussion was heard as to when to begin and end the collection of names for the raffle.
    - Stephanie mentioned that collection should begin no later than January. Only members should be allowed to enter.
      - Leigh mentioned that would be an incentive to join on the spot and maybe they could enter their name several times for that event.
- Jamie Eckmann mentioned that the Omaha City Center plans to hold a trick or treat tour on October 15<sup>th</sup>.
  - The event includes four newly designed locations with prizes at each location.
  - The fourth location is Wohlner's Grocery Store and will be the location of the social.
  - Stevenson Smith who was the concrete contractor on the job will also be sponsoring the event. This is their first sponsorship with IIDA.
    - Discussion was heard that it's a great idea to seek out unique sponsors to boost industry membership and aide in giving the "regular" sponsors a break.
  - The event is free to members and \$5 for non-members.
    - Des Moines city center to consider the same for October 15<sup>th</sup> event.

- Michelle Blunk asked if the Des Moines city center limits the number of events non-members are allowed to attend. Eastern Iowa limits non-members to only two events a year.
  - Michelle mentioned that their evite list is composed of about 50% non-members and 50% members.
    - Leigh mentioned that Des Moines city center should go through their email list and figure out who is and who is not a member.
- Leigh mentioned that partnering with IFMA might help increase the Chapter's membership.
- Jennele Svoboda mentioned she is in the process of working with the Webmaster to update the website quicker. Events are not being posted in time.
  - Discussion was heard to consider rethinking advertising process.
    - Consider doing 3 newsletters a year with upcoming events and reference the website.
      - Leigh mentioned to check out the IFMA national website.
    - Consider having Jennele speak with Webmaster about staying more on top of the events.
    - Consider going a different route in regards to a new Webmaster. (Possibly a student).
      - The Webmaster's, contract was up in May and has not been renewed.
        - Stephanie to locate her hourly rate. (10.07.09: Rate is \$45/hour)
  - Jennele mentioned that the Cvent meeting was very beneficial. It should aide in organizing the Chapter run events, finances, etc
    - Jenelle to speak with Christine to compare Cvent and Activa.
- Stephanie mentioned Jacky recently had an issue getting an event out with MyPunchBowl.
  - Plan and send evites out as early as possible.
- Nicole Boesen asked for responses and suggestions on the Chapter by laws.
  - Please send Nicole suggestions as soon as possible.
  - Nicole will make revisions and the Chapter will vote at the November board meeting.
- Stephanie asked everyone to review the proposed Policies and Procedures that were sent out. In one of these policies, headquarters requested that we put together a Governance Committee to include the following:
  1. One Past President
  2. One Chapter Member in good standing
  3. Previous Board Member that has been off of the board for at least two years.

- Stephanie is open to suggestions on how to choose the committee, as this doesn't give broad representation across the chapter.
- Each year a new committee must be chosen.
- Stephanie would like to vote on the Policies and Procedures at the November board meeting.
  
- Stephanie mentioned the winter retreat will be scheduled for a Friday in February. Please email her with dates that may work as soon as possible.
  
- Jay mentioned that he is looking to put together a Design Montage committee. There are several committee chair positions, please contact him if you have any interest.
  - Students are also welcome to help.
  
- Stephanie mentioned the Chapter will be holding off on having any IIDA giveaway things made until headquarters finalizes their graphic standards.
  - Jay mentioned it would be a good idea to go ahead and get some ideas rolling so that when the standards are set we can vote and start ordering items.
  
- Stephanie mentioned that another board member would be able to attend CLC January 29-31.
  - Typically the president and president elect attend.
    - Discussion was heard to find out what the agenda is and ask the board member that would get the most out of the retreat to go.
  
- Kathy Stavneak emailed Stephanie an email from headquarters. The email mentioned that there is a petition out currently requesting to change the definition of a registered design professional stating only architects and engineers can submit plans.
  
- **The next board meeting is November 5<sup>th</sup> at 4PM.**