The regular monthly meeting of the Coastal Bend SHRM Board of Directors was called to order by Board President, Elizabeth Shockley, at 11:57 a.m. at Del Mar College’s Center for Economic Development, 3209 S. Staples, Corpus Christi, Texas 78411. Quorum was established.

**COASTAL BEND SHRM**

**Minutes – Board of Directors Monthly Meeting**

**February 12, 2020**

**Board Members Present:**

Elizabeth Shockley, CSP – President

Luis Cabrera, PHR, SHRM-CP – Past President

Mary Canales, PHR, SHRM-CP – VP Professional Development

Laura Delgado, SHRM-CP – VP Marketing & Public Relations

Kaylee Hawkins, PHR, SHRM-CP – Secretary

Cassondra Casanova, PHR – VP Legislative Affairs

**Not Present:**

Toni Nerren, SPHR – Member at Large

Ludy Ramirez – VP Membership

Melissa Quinones, CSP – VP Community Outreach

Stephanie Molina, PHR – VP Finance (present via phone)

**Board Approvals**

Financial Reports – Stephanie Molina was available via phone call. The Budget vs. Actual was not completed. She will send new Profit and Loss statements. An error was found, moved due income to certification income. Elizabeth Shockley wants to wait to vote until the error is fixed. Elizabeth would also like to see complete finance report next month. Elizabeth made a motion to table financials for next month, Laura Delgado second the motion, Board approved.

January Minutes – The January meeting minutes were presented to the BOD. Laura Delgado made a motion to approve the meeting minutes, Mary Canales second the motion, Board approved the January 2020 Board meeting minutes.

**Membership**

Ludy Ramirez, VP of Membership, was not present for this meeting. Elizabeth Shockley presented five membership applications to the Board.

Dana Bohna – Professional w/SHRM

Krisit Orrick – Professional

Sandy Posada – Professional

Courtney Schroeder – Professional

Bo Summer - Affiliate

Bo Summer is still on the list again. Elizabeth will go and approve his affiliate membership. Sandy Posada did not have an employer listed. This prompted the discussion of looking into a transitioning membership. The Board will table Sandy’s membership until the bylaws are made clear on how to vote for her membership. Elizabeth will reach out to Courtney Schroeder to find out if her job duties are Human Resources affiliated. Luis Cabrera made a motion to approve Dana Bohna and Krisit Orrick, Laura Delgado second the motion, Board approved membership.

**Community Outreach**

Melissa Quinones, VP of Community Outreach, was not present for this meeting. CBSHRM Endowment Scholarship notification sent out to board memberships. Toni emailed scholarship details to Advisors at TAMUCC. Del Mar Workforce Readiness Scholarships set up with Del Mar. DMC is advertising to the students.

The goal for CBCF Scholarship is $50k. Melissa was not able to obtain a gift certificate and would like to do a 50/50 raffle instead this month. She would also like for March’s raffle to benefit a non-profit organization. Luis Cabrera suggested rotating causes each month. One month we donate to the foundation, next month we donate to scholarships and the next we donate to local non-profits. There will be an electronic poll conducted at the next monthly meeting to poll membership on which non-profit the money will go to.

**Professional Development**

Mary Canales, VP of Professional Development, informed the board that Dr. Marco Garcia will be presenting at this month’s professional development meeting. The speaker for March is Tony Zamora who will be presenting an active shooter presentation. April will be a presentation about market-based pay structure. May will be a presentation about leadership development and June the membership will hear a presentation from an employment lawyer. Laura Delgado will tag these speakers in social media posts about the events. Luis Cabrera let Mary know that Pam Bratton would like to speak to our membership. TXSHRM has a list available for speakers. Mary still needs speakers for August, September, and November but she is set for the rest of the months. Mary included a speaker application on the CBSHRM website. Right now, the document is in PDF form but this might be changed over to Google Docs to capture the data. Stephanie Molina would like to see a speaker for HR professional burnout and engagement.

For the conference, Mary would like to entice senior professionals to mentor by offering discounts. The activity would be called “Brain Dates,” and would be conducted in sessions in groups of ten. Mary also has a contact that is willing to meet with HR professionals and will be sending the line-up. Mary also secured a photographer for the conference to conduct professional headshots. She suggested charging $10 more for the conference to cover the fee so everyone can take advantage of the headshots. The last conference news is that Wendy from TXSHRM might come to help with securing donations.

For the study group, Mary only has one person registered. She is not sure if there will be enough participation to ensure bulk prices. She suggested subsidizing the pricing to make up the difference. She might also reach out to other chapters to see if we can place our order with their order.

**Legislative Affairs**

Cassondra Casanova, VP of Legislative Affairs, will be attending the SHRM Advocacy at Work Event. For the conference, she is waiting on finding a location and exhibitor tables. There will be special name tags for sponsors this year. Cassondra would like to have more benefits for sponsors such as including conference attendance in the price. She would also like for there to be an exhibitor pass. Elizabeth suggested that sponsors, attendees, and vendors/exhibitors have different name tags. Cassondra still needs help securing exhibitors and sponsors.

**Finance**

Stephanie Molina, VP of Finance, did not have financial update. She is not able to attend the monthly development meeting. Luis will be taking credit card payments in her place. The Wild Apricot invoicing issue is taken care of. She has a check for Deandra Ruelas (2019 Emerging Leader Winner) ready for the meeting. Expense check for Rebecca Nutt is being mailed out today.

**Marketing**

Laura Delgado, VP of Marketing, asked the board to consider voting on a $100 sponsor tier for monthly meetings. This type of sponsorship would get to have their logo on our website but would not get microphone time or the ability to bring attendees. They would be allowed to bring promotional material for a table up front. This type of membership would also be able to be recognized during the meeting. Laura Delgado made the motion, Mary Canales second the motion, Board approved.

Laura is still trying to work on obtaining the Portland Community Center for the conference location. She also wants to reach out to the Victoria membership to see if they would be interested in attending. Laura suggested that we implement member pricing with any Texas SHRM chapter membership. She also suggested that exhibitors bring door prizes to help with our door prize efforts.

**Secretary**

No business to discuss.

**Past President**

Luis Cabrera, Past President, sent the bylaws to be reviewed by Sherry Johnson. Once she approves, the bylaws will be sent to the members for a vote. The President will then sign the bylaws and send them back to SHRM.

Luis shared some ideas that other chapters are currently doing. One concept is not charging membership fees. The other idea is to split the monthly meetings fees to get more members and extend to SHRM members. This will need to be fleshed out to maybe extend to 2021.

**Member at Large**

Not present.

**President**

Elizabeth Shockley, President, will be applying for the Excel Awards that is due 3/15/2020. Elizabeth recently attended the TX SHRM meeting. She provided an update of what she learned via email to the board members. Elizabeth will be sending the chapter roster for HR Connect which is a new perk for being a member. She will also have to send the chapter roster to SHRM by this Friday. Elizabeth also suggested creating a new LinkedIn Page since we still do not have access to the old page.

No other business, Elizabeth Shockley adjourned the meeting at 1:34 p.m. Meeting minutes taken by Kaylee Hawkins, Secretary.