The regular monthly meeting of the Coastal Bend SHRM Board of Directors was called to order by Board President Luis Cabrera at 6:18 p.m. at Executive Surf Club, 309 N. Water St., Corpus Christi, Texas 78401. Quorum was established.

**COASTAL BEND SHRM**

**Minutes – Board of Directors Monthly Meeting**

**January 15, 2020**

**Board Members Present:**

Elizabeth Shockley, CSP – President

Luis Cabrera, PHR, SHRM-CP – Past President

Toni Nerren, SPHR – Member at Large

Ludy Ramirez – VP Membership

Melissa Quinones, CSP – VP Community Outreach

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

Laura Delgado, Ed.D. – VP Marketing & Public Relations

Stephanie Molina, PHR – VP Finance

Kaylee Hawkins, PHR, SHRM-CP – Secretary

**Not Present:**

Cassondra Casanova, PHR – VP Legislative Affairs

**Board Approvals**

Financial Reports – Stephanie Molina presented the November financials to the board. Stephanie was able to confirm that there were charges from the previous year that effected the labor law outcome. She asked the board members to let her know if there are invoices coming in ahead of time. Laura Delgado made a motion to approve the November financials, Ludy Ramirez second the motion, Board approved.

Stephanie presented the December financials to the board. Stephanie let the board know that she will work on updating the Budget vs Actual with the 2020 budget numbers. Toni Nerren asked what the accumulated depreciation covered. This is a carry over amount for the laptop. The AR receivables have not been put into the system yet. Elizabeth Shockley would like documentation on receivables waiting to be entered. There was a question brought about on corporate membership invoicing. Stephanie suggested an audit needs to be done on corporate membership accounts. Laura Delgado made a motion to approve the December financials, Melissa Quinones second the motion, Board approved.

An audit will be conducted in Wild Apricot to ensure it is creating invoices correctly. Toni asked about the cost of awards on the Profit & Loss report. She would like to separate the board awards vs other recipients. Stephanie will break this out in the future.

December Minutes – The November meeting minutes were presented to the BOD. Luis Cabrera made a motion to approve the meeting minutes, Stephanie Molina second the motion, Board approved the December 2019 Board meeting minutes.

New Business – Elizabeth Shockley introduced the budget for 2020. Mary Canales inquired about membership development for HRSW. Mary would like to attend to network with potential speakers for CB SHRM. Elizabeth suggested that we could get a list of the speakers who are attending HRSW and will re-evaluate if we have enough money in the budget later on. Two scholarship earnings were donated back from last year. Ludy Ramirez asked if we could donate money from each VP position if they do not use their budgeted amount. Board members will be able to vote on this when the situation happens. Luis Cabrera asked about the money budgeted towards subscriptions. This is the subscription toward the Chamber and the board can evaluate if the membership gets value out of this subscription. Luis also let the board know that the telecommunications budget was for the emails and that this is a three-year contract. Once the budget is finalized, the board will vote.

**Membership**

Ludy Ramirez, VP of Membership, presented eight membership applications to the Board.

Cynthia Castro – Professional

Claudia Encinia – Corporate

Caroline Johnson – Professional

Caly Perez – Professional

Chelsea Stone – Professional w/SHRM

Bo Summer – Affiliate

Kara Patin – Corporate

Olivia Jaimes - Professional

Ludy let the board know that Bo Summer already paid and is a renewal. Ludy was in contact with Olivia Jaimes who said that her job duties were employee benefits. Stephanie Molina made a motion to approve the seven new members, Laura Delgado second the motion, Board approved new members.

Initiatives: Ludy would like for the board members to continue sending emails to new members welcoming them into the chapter. There was a suggestion for new members to take a picture in front of the SHRM logo background. Instead they will be tagged on social media as a welcome message. Laura Delgado would like to see social media links on each board member’s email signatures. Ludy would like to continue having a welcome person at each meeting. She believes that mixers and networking events should be more focused on benefits on membership. Ludy still has “swag” to give to new members including bags and water bottles. The board will visit in April to see if this budgeted money for 2020 could be allocated to another board member. The audited 16 members that were at large on the SHRM audit, only three were active. Ludy emailed to see if we could get those three members added to our roster.

**Community Outreach**

Melissa Quinones, VP of Community Outreach, asked Stephanie Molina to provide her with a report on the job fair financial results the past few years. A loss has been made every year. In its place, Elizabeth Shockley would like to put a fundraiser plan in place this year to happen in 2021.

Melissa found out that the scholarship endowment must average between $25,000 to $50,000 goal. She suggested having private raffles towards the scholarships. Melissa would like to begin an outreach program that partners with local youth and local communities.

**Professional Development**

Mary Canales, VP of Professional Development, has the January speaker approved through SHRM and HRCI. For the February speaker, she would like to incorporate a Valentine’s Day approach towards working together. She would like if our membership could bring a co-worker or a non-member for the membership price.

Mary will talk to Cassondra Casanova about if they can allocate money from the labor law conference for speakers. Mary is still unsure of what the fee is for the speakers of this event. Mary will look into trying to get CLE credit for lawyer speakers to attend the event. Luis would like to visit the budget quarterly to see where we can allocate funds to help with speaker costs. Laura Delgado will speak with her place of employment about using their new conference space for the labor law conference. Laura also mentioned that we think about hosting a First Responder conference to bring in revenue to the chapter.

Mary would like to rethink the study group structure. She would like to offer a networking buddy system. Mary made a motion to make the study group a community involvement where the participants are paired up and will still receive the group discount and $100 reimbursement if they pass. Laura Delgado second the motion, board approved. Mary will get the promotion out to membership.

**Legislative Affairs**

Cassondra Casanova, VP of Legislative Affairs, was not present for the meeting. Elizabeth Shockley will let Cassondra know about the budget changes for the conference. This year, Cassondra has a goal to recruit more attendees for the conference.

**Finance**

Stephanie Molina, VP of Finance, is currently working on Wild Apricot Invoicing Issues by conducting audits.

**Marketing**

Laura Delgado, VP of Marketing, is currently working on putting monthly sponsors on the website. She will work on getting a committee together to help getting the monthly sponsors. She is also putting together the volunteer resources for SHRM VLRC Campaign in a Box.

**Secretary**

Elizabeth Shockley asked for the minutes to be recorded as soon as possible. She needs the minutes to turned into Frost Bank for cards to be issued.

**Past President**

Luis Cabrera, Past President, will be sending out the updated bylaws for review. He will be working with Elizabeth on the SHRM Affiliate Program for Excellence (SHAPE). The deadline is January 31, 2020.

**Member at Large**

No business to discuss.

**President**

Elizabeth Shockley made a motion to approve the 2020 Budget with quarterly reviews. Melissa Quinones second with motion, Board approved. Elizabeth was presented with the opportunity to partner with the Operational Excellence Workshop for forecasting, budgeting, etc. It’s not really HR focused and expensive. The board will pass on this opportunity. Elizabeth will start working with Toni and Luis on the Excel Award Application. The deadline for this is March 15, 2020.

No other business, Elizabeth Shockley adjourned the meeting at 9:24 p.m. Meeting minutes taken by Kaylee Hawkins, Secretary.