A board meeting for the Coastal Bend SHRM Board of Directors was called to order by President, Stephanie Molina, at 11:30 a.m. via Zoom. Quorum was established.

**COASTAL BEND SHRM**

**Minutes – Board Meeting**

**March 8th, 2023**

**Board Members Present:**

Stephanie Molina, PHR – President

Rich Burns, SHRM-CP – VP Community Outreach

Luis Cabrera, PHR, SHRM-CP – Past President

Jules Delgado – Secretary

Jennifer Escamilla – VP Professional Development

Kaylee Hawkins, SPHR, SHRM-SCP - VP Finance

Jessica Hill – VP Marketing

**Not Present:**

Dana Bohna – VP Legislative Affairs

Toni Nerren, SPHR – Member At-Large

Melissa Quinones, TSC, CSP – VP Membership

**Open Items**

Stephanie Molina, President, opened the meeting by requesting the board to complete a “SWOT Analysis” of how they believe the CBSHRM chapter currently stands. At a future date, Stephanie would like to have a strategic planning meeting with District Director to revitalize the CBSHRM chapter, the objective of these SWOT analysis’ is to provide a firm foundation for that planning.

**Board Approvals**

February Minutes – Jules Delgado, Secretary, presented the February minutes. Kaylee Hawkins made a motion to approve, second by Luis Cabrera. Board approved the February meeting minutes.

Financials – Kaylee Hawkins, VP of Finance, presented the February financials to the BOD. Luis Cabrera asked about how only $500 was spent in February for monthly meeting expenses, Kaylee Hawkins explained there was a credit used from a previous month. Rich Burns made a motion to approve, second by Luis Cabrera. Board approved the February financials.

**Membership**

Melissa Quinones, VP of Membership, was absent. Stephanie Molina, President, reported one new membership.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| First Name | Last Name | Organization | Title | Job Duties | Membership Type |
| Marlena | Jamison | Adamson & Company LLC | Firm Administrator | Oversees Firm and HR Operations | CBSHRM w/ Active SHRM |

Luis Cabrera made a motion to approve, second by Jennifer Escamilla. Board approved CBSHRM membership. Stephanie mentioned it was critical that we are reaching out to former members to follow up about their memberships and that we attract/retain all of the members we can.

**Finances**

Kaylee Hawkins, VP of Finance, explained that our financials look similar to previous months. Reminded board that the professional development meetings bring in about $1000 and to be looking in that range for meeting costs when considering new meeting locations. In February, we were accidentally charged tax on the meeting space so we will be receiving a small credit on that meeting.

**Professional Development**

Jennifer Escamilla, VP Professional Development, is working on April’s professional development meeting and is currently hoping to get Sam Ramirez from TAMU-CC to present on an ADA-related topic. Jennifer would like to reach out to the Corpus Christi Black Chamber of Commerce and the Coastal Bend Women Lawyer Association in hopes to build relationships with those groups. Jennifer Escamilla asked about a Wells Fargo invoice she received that appears to be for the student SHRM chapter on campus, Stephanie and Luis advised that that is not related to our organization.

**Marketing**

Jessica Hill, VP of Marketing, asked about where to direct inquiring potential monthly meeting sponsors. Stephanie Molina advised potential sponsors to be directed to herself or Kaylee Hawkins. Stephanie then advised Jessica to make posts about the upcoming HR Southwest conference on the CBSHRM site.

**Legislative Affairs**

Dana Bohna, VP of Legislative Affairs, was absent.

**Community Outreach**

Rich Burns, VP of Community Outreach, had a meeting with Juan Limon, from the Purple Door, recently and will be dispersing some information about the Purple Door at the next development meeting.

**Secretary**

No business to discuss.

**Member at Large**

Toni Nerren, Member At-Large, was not present.

**Past President**

Luis Cabrera, Past President, will be going through virtual meeting set-up & streaming process with Jules Delgado at the upcoming professional development meeting. Luis advised for Jessica Hill to do deep dive into the CBSHRM website, ensuring all links and pages are updated. The contract with Embassy Suites was only for the first three months, needing to extend contract with Embassy or find an alternative space for April’s meeting.

**President**

Stephanie Molina, President, discussed the following:

* Need to update the PowerPoint for upcoming monthly meetings to reflect most updated logo
* Need to put out another push for the March development meeting
* Potentially need a new meeting space, something more cost-effective that meets our audio/visual needs, acceptable food options, and amount of space required. For now, likely will just extend contract with Embassy until an alternative is determined.

Rich Burns mentioned a meeting space he attended recently, Ara’s Seafood & Steaks, that stated they could do a flat $30/person for CBSHRM to hold a meeting there. The board will continue to discuss alternatives and send any good locations to Stephanie, ideally keeping prices within $23-28/person.

* SWOT Analysis, please send to Stephanie by March 16th so she can compile the board’s answers and have a baseline for the strategic planning meeting in the near future. Stephanie and Luis discussed the last strategic planning meeting, which took place years ago and was led by SHRM. Strategic planning may not pay off immediately, but will give the organization a better position in future years.
* Sponsorship Levels/Opportunities, Stephanie showed some templates used by other chapters and would like to get feedback from the board by the end of March about how to implement similar ideas. Without the necessary sponsors onboard for the Labor Law conference in September, we will not be able to hold the conference.
* Not expecting people to attend 100% of board or monthly meetings, work & life does happen, but please make your best effort to attend meetings and let Stephanie know if you are unable to attend.

No other business, Stephanie Molina adjourned the meeting at 12:26 p.m. Meeting minutes taken by Jules Delgado, Secretary.