The regular monthly meeting of the Coastal Bend SHRM Board of Directors Retreat was called to order by Board President Luis Cabrera at 11:40 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**

**September 11, 2019**

**Board Members Present:**

Luis Cabrera, PHR, SHRM-CP – President

Elizabeth Shockley, CSP – President Elect

Bill Hibbs – Member at Large

Toni Nerren, SPHR – Past President

Ludy Ramirez – VP Membership

Stephanie Molina, PHR – VP Finance

Cassondra Casanova, PHR – VP Legislative Affairs

Melissa Quinones, CSP – VP Community Outreach

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

Kaylee Hawkins, PHR, SHRM-CP – Secretary

**Board Approvals**

Financial Reports – Stephanie Molina presented July financials. She explained that there are bigger expenses shown on the report due to board member HRSW conference registrations. There are more deposits coming in with the CB SHRM conference. Toni Nerren sent out emails to remind participants to pay for the conference. Bill Hibbs asked why the receivables do not reflect on the balance sheet. Stephanie explained that QuickBooks is a reconciliation report and the AR is from the website and that this has never appeared on financial statements before. Stephanie will put this information on financial statements going forward. Elizabeth Shockley made a motion to approve the July financials and Melissa Quinones second the motion, Board approved the July financials.

Stephanie presented the August financials. There are a lot of deposits that occurred on the 31st that were not reflected. These deposits will be on the September financial statement. Toni Nerren made a motion to approve the August financials and Ludy Ramirez second the motion, Board approved the August financials.

August Minutes – The August meeting minutes were presented to the BOD. Bill Hibbs made a motion to approve the meeting minutes, Elizabeth Shockley second the motion, Board approved the August 2019 Board meeting minutes.

**Membership**

Ludy Ramirez, VP of Membership presented two applications for membership:

Laura Delgado – Professional

Tiffany Eisenman - Affiliate

Bill Hibbs made a motion to accept the new members as presented and Stephanie Molina second the motion. The Board approved the new members. Ludy Ramirez conducted a membership audit that reveled CB SHRM has 95 members. She will reach out to Dena to see who needs to be added/deleted for national SHRM.

Mary Canales asked if we have reached out to new members via social media to like or follow the CB SHRM page. Stephanie Molina suggested asking for social media handles on membership applications.

**Community Outreach**

Melissa Quinones, VP of Community Outreach, presented the board the opportunity to work with the local organization, The Purple Door. Melissa suggested having a donation drive for the next few months. The board would like to make a donation to The Purple Door at least once a quarter. The donation button will be set up on the website for our membership.

Melissa asked if our membership could upload resumes on the CB SHRM website for potential employers. Luis felt this would be difficult to manage and that it will be left to just jobs.

**Professional Development**

Mary Canales, VP of Professional Development, presented Dr. Marco Garcia’s presentation of “Help Me, My Team Can’t Work Together,” for the speaker of February’s professional development meeting. The board approved her booking the speaker for February. A Rodan & Fields consultant reached out to Mary and wants to become a sponsor. Luis will reach out to the consultant.

Mary presented to the board a spreadsheet of the differences between HRCI & SHRM certifications. She would like to send out this information at the professional development meetings. Elizabeth suggested putting this information on the website under the study group page. Mary created a Certification Survey that she will hand out to members. She wants to make sure that the board provides the right certification option for the membership. Texas A&M decided to partner with our membership by waiving the registration fee for their SHRM study course. Mary will send out a blast this afternoon announcing this option to our membership. Mary also found online study group courses that offered an early bird discount. Mary will compare the offerings before promoting to membership. The speakers are all set for the Labor Law Conference. Mary has submitted each presentation for approval. Nine have already been approved, three have been resubmitted, and four are still pending.

**Legislative Affairs**

Cassondra Casanova, VP of Legislative Affairs, presented a copy of the printed program for the upcoming conference. As of today, seventy-seven people have registered for the conference. She just received a new sponsor last week. Her big incentive right now is donation for door prizes and she is looking into purchasing a big prize for the conference. Cassondra has been posting conference information on social media. She had her final walk through with the Radisson. Ludy Ramirez will look if there are speaker/sponsor name tag flags available. Mary Canales asked if we could do a 50/50 raffle for SHRM and The Purple Door. Luis will ask if Bowlero will consider donating to the conference.

**Finance**

Stephanie Molina, VP of Finance, is looking at the budget for 2020. No money is being pulled from the money market account. Since our money is pretty stable, Stephanie asked if the board wants to offer any incentives to membership. Luis, Elizabeth and Stephanie will get together to decide what incentives they want to offer at the retreat. Elizabeth suggested that we can poll our membership on the certification survey to see what incentives they would like. The survey would need to be renamed to a development survey.

**Secretary**

No business to discuss.

**President Elect**

Elizabeth Shockley, President Elect, presented information she acquired from the Texas State Aquarium. Elizabeth would like to move the monthly luncheons to this location. There was a concern that we might lose members if we were to move the location. Elizabeth reached out to the Aquarium about this aspect. They assured her that they receive monthly updates from Flat Iron about the bridge condition so there are no unexpected closures. Elizabeth could see a savings for membership as this could possibly lower the cost for the luncheons. Elizabeth will ask if we would be exempt from sales tax and gratuity. She will also look at the total cost per person for the board to vote on. Elizabeth will email the board members this information.

**Past President**

No business to discuss.

**Member at Large**

No business to discuss.

**President**

Luis Cabrera, President, announced that there is no sponsor or raffle for September due to the conference. Luis would like for each board position to have their own customized email to streamline customization. Our current domain is Network Solutions and this would cost $1.75 per user per month. Luis looked at the budget and it looks like this is a viable solution. Elizabeth Shockley made a motion to move forward with the customized emails and Toni Nerren second the motion. The board approved and agreed that this needed to be done as soon as possible.

Luis announced the awards luncheon will happen on December 12th. This will be a reduced program from our gala, but it will still incorporate elements our membership is used to. There will be awards such as, Emerging HR Practitioner, Senior Level HR Practitioner, and Volunteer of the Year award. Each award will be rewarded a scholarship that the member can use towards conference fees, education feeds, or certification feeds.

National SHRM due are set to increase by $10. The Professional Development deadline for Professional Provider application is due December. Board elections will be held in October. Luis will send out an email to let membership know.

No other business, Luis Cabrera adjourned the meeting at 1:24 p.m.

Meeting minutes taken by Kaylee Hawkins, Secretary.