

**CSHET Board Meeting Minutes
November 19, 2011**

Board Members:

Name	Title	Status		Name	Title	Status
Kecia Hall	President	Present		Amy Vega	Conference Coordinator	Present
Debra Williams	President - elect	Present		Yvette Spees	Director at Large	Present
Sherry Eison	Recent Past President	Present		Debbie Harley	SC Director	Excused
Linda Kinney	Treasurer	Present		Serene Clontz	NC Director	Present
Jeff Hix	Secretary	Present				

Topic	Discussion	Action
Welcome	Kecia Hall Introductions including new board members Member contact list updated by members	Updated board member contact list attached (please do not publish or post cell numbers on web page).
9/22/11 Meeting Minutes Reviewed	Distributed to members by Debra Williams (attached)	Motion to approve: Amy. Second: Serene. Approved
Financial Report and Membership Update	Copy of report distributed by Linda Kinney (attached) <ul style="list-style-type: none"> - Current Balance: \$3258.60. - Current Membership: 82 - CD at Asheville Bank not in current board member's name. - Treasurer has taken steps to increase accountability of funds received & expenditures. - Policy calls for annual audit. <p>Cost of collecting membership fee by credit card is \$12 Cost of collecting membership fee by PayPal is \$2.39 Debbie can put PayPal link on the CSHET web site</p>	<p>Kecia to contact Ann about transferring bond to Linda.</p> <p>Motion to accept financial report: Debra. Second: Sherry. Approved.</p> <p>Linda to investigate cost and feasibility of an audit and report back to the board.</p> <p>Motion to accept PayPal and discontinue accepting credit cards for membership fees by Serene. Second by Debra. Approved.</p> <p>Linda to work with Debbie to create PayPal account. & update membership application on web site.</p> <p>Linda will send 2012 application letter and application when PayPal payment method is available.</p>
Website Update		<p>Kecia to add educational opportunities.</p> <p>Debbie to add PayPal Link</p>

**CSHET Board Meeting Minutes
November 19, 2011**

Topic	Discussion	Action
Christmas mailing	Cost of sending Christmas card vs. email discussed. Estimated cost to produce & mail: \$200 Consensus was to continue sending card w/ photo Postcard size group photo card available at Sam's, Wal-Mart or other retailer	Serene to send photo from Spring 2011 conference to Amy who will have cards made and send to membership.
Forms	Collect all current forms, update as needed.	Kecia and Deborah to review forms and turn over to Jeff
Global Emails	Debbie Harley to send and cc board	Add to SC director job description
Officers and Board Members	Discussed Pres-elect position Change policy on nominations for officers Update job descriptions Transitioning into new positions/office: <ul style="list-style-type: none"> - Currently occurs after Spring Conference - Person has no knowledge of responsibilities 	Each board member to review and revise their job description. <ol style="list-style-type: none"> 1. Outgoing president will conduct the meeting following the spring conference. 2. Create an orientation notebook for each office. 3. Kecia will orient Yvette
Spring Conference 2012	Consensus was not to pursue vendors for Spring Conference 2012. However, if vendors request to attend, the board and planning committee will allow them. Having vendors is not worth the trouble so the board will consider other fund-raising ideas. Debra gave a quick report on the progress made during the Spring Conference Planning Committee meeting the previous evening including 100 word essay contest on application, speakers, decorations and CE awarded per day. Board members will dress in cruise ship attire for Wednesday introductions. Other activity suggestions included Bingo, Tacky Hawaiian shirt contest, 'trashy' formal wear contest Consensus on meals: <ul style="list-style-type: none"> - Hors d'oeuvres dinner reception on Wednesday night. - Continental breakfast buffet Thursday morning. - Plated Lunch Thursday - Breakfast tickets Friday morning \$200 budget for cruise ship decorations Consensus was to discontinue 'care bags' for trip home.	Debra and committee to continue work on the Spring Seminar. Debra will call on board members if assistance needed. Debra will send schedule to board members when finalized. Prize for winners?.

**CSHET Board Meeting Minutes
November 19, 2011**

Topic	Discussion	Action
Fall Networking Meeting 2012	Representative from last year's venue has not returned calls. It would be nice to check into promo deal for discounted Biltmore tickets and also to extend hotel rate to the weekend.	Amy will give dates to Asheville Chamber of Commerce for bids on several Fridays in late September or early October.
Spring Conference 2013	<p>Last year on contract with Avista Resort. Substantial price increase for new contract. Also, new contract is for Thursday – Saturday.</p> <p>Suggestion made to poll membership on Wed-Fri vs. Thur – Sat spring conference dates. Also, check price difference .</p> <p>Suggestion made to find venue closer to Myrtle Beach Park</p>	<p>Amy to look for bids for 2013 and future conferences through Myrtle Beach and North Myrtle Beach Chamber of Commerce.</p> <p>Debbie to place survey for membership on preferred days for spring seminar.</p>
Strategies for Continued Success: Membership	<p>Board feels that benefits of membership do not justify dues increase at this time.</p> <p>Having PayPal will increase money to organization by close to \$10 per member and make joining/paying easier.</p> <p>Suggestion to give board members responsibility to recruit in a 'region' within the Carolinas. Start by making personal contact with 'key' people within hospitals in assigned area. May want to develop "script"</p>	<p>Amy and Kecia to develop a phased plan.</p> <p>All members can look for oppertunities in their area.</p>
Strategies for Continued Success: Opportunities for networking.	<p>New members will be given welcome bag at the reception desk and identifying name badge at the spring conference</p> <p>Social networking via CSHET Linked-in or Facebook.</p> <p>Explore future seminars via webinar to save money for organization and members.</p>	<p>Board members will make special effort to make new members feel welcome.</p> <p>Yvette will explore feasibility w/ Pam Collins</p>
Strategies for Continued Success: Nominations and Awards	<p>Current Awards are as follows: 5 years – certificate 10 years – engraved paper weight 15 years – engraved pen/pen set 20 years – clock Nothing beyond that at present.</p> <p>Give 25 year members a "life time membership" and present at the Spring Conference</p> <p>Simplify award nomination process. Change policy to have executive board serve as awards committee.</p>	<p>Motion made by Debra and seconded by Jeff to give "Lifetime membership" to 25 year (and over) members. Passed.</p> <p>Serene update policy. Sherry and Kecia solicit nominations</p>
Strategies for Continued Success: Fundraising	<p>Board Members to make baskets for silent auction or raffle at Spring meeting (this is addition to door prizes). Themes such as book lovers. Goal is to make more than you spend. Max expense:</p> <ul style="list-style-type: none"> - \$20 for 1 person basket - \$40 for 2 person basket 	<p>2 person baskets by Jeff / Sherry & _____/_____ (chocolate lovers). Other members make a basket on their own.</p>

CSHET Board Meeting Minutes
November 19, 2011

Topic	Discussion	Action
	CSHET Logo items from Zazzle or Café.press Consider contest to create new logo design	Linda & Serene

Submitted by: Jeff Hix, Secretary
Approved by: Kecia Hall, President

Date: 01/12/12
Date: 01/12/12

Attachments: CSHET November 19, 2011 Board Meeting Agenda
CSHET Action Plan from November 19, 2011 Board Meeting

