

BOARD MEETING: held October 4, 2003, from 10 am to 12 pm at Bill Pullen's home

Board Members In Attendance: Marshall Brown
Susan Collins
Linda Finkle
Bill Pullen
Jeff Ward

Upcoming Meetings

- November board meeting to be held via teleconference – Susan will set up bridge line
- December board meeting will be a joint meeting with outgoing and incoming board – Linda will investigate making arrangements for room at ICF offices for 10-12 people – chapter will host lunch after meeting, inviting Dan Martinage and possibly others from ICF (e.g., Kathy Schramek) – Marshall and Bill will make arrangements

Committee Reports

Programming:

- Hors Deorvres were too light at September meeting – Marshall will request they add more
- Marshall will e-mail October and November programming plans to board members
- Committed with Barcelo Hotel through December – question remains whether it is too expensive / inconvenient / etc. for many members to attend
- Jeff noted that over time, the ratio of members to non-members attending meetings has gone up – we have had more people attend at less revenue per person but overall more revenue
- Holiday party will be at Barcelo:
 - we sill start 15-30 minutes earlier to include formal installation process for officers; this will establish a procedure for the future
 - Point of party is to have fun, connect with other coaches, network
 - Bill and Susan will decide on an ice-breaker activity to kick off the meeting
 - We will ask people who attend to give a donation such as an unwrapped children's gift for a charity – Linda will investigate and make arrangements, then send out announcement to members
- January program is already arranged: Carol Goldsmith will present on NLC – we still need to decide a location – Linda will pass along the research she did on hotels to help new board decide on a location

Outreach:

Hoop Dreams application went out – had more coaches interested than needed – waiting to hear more from Wendy about status

Publicity:

Website development ongoing without a signed contract – we need to get this in place before we will pay out any money.

Membership:

Membership survey almost ready to go out on website – Bill will gather feedback and get up on website so that responses can be completed by mid-late October.

Finance:

No new business

Expo:

Update: four potential speakers lined up (Kevin Cashman, a member of Daniel Goleman's EI organizations, Beth Hand, Terry Luburger from Newfield Network) – the board discussed having only three speakers in conjunction with a panel of corporate/organizational representatives talking about the benefit of coaching in their organizations. Kevin Cashman wants 300 people present to speak – projections are for 200 attendees at \$95 (individual rate) or \$150 (corporate rate).

- The Board discussed that the charge seems high and the expected numbers of attendees projected seems high – prefer \$75 prepaid, \$95 at the door – more likely to get 100 attendees at \$75
- Discussion points: chapter can contribute \$5000 into fees – national ICF will give specific help as contribution to Coaching Week – ICF could contribute badges, banners, book store, tote bags, PR, deals with suppliers, etc. – we should be getting a deal on rooms for participants
- Expo needs a theme – need to showcase value of coaching to community at large – decided not to partner with any other organizations (e.g. Coachville) to avoid alienating ICF – will hold Coaching Mall to allow coaches to display own wares
- Great worry from Board about costs as proposed by Expo committee – proposed expenses for PR, graphic design, advertising seems much too high – other more low-cost alternatives may include asking for member help in getting the word out, low cost website, ICF graphics

- Jeff proposed limiting expenses to \$20,000 and others agreed: \$5000 would come from chapter contribution, \$7500 from attendance fees (100 people at \$75/person), remaining \$7500 from exhibitor fees (e.g., 15 at \$500 each) – this is within the scope of what the Board thinks is realistic and manageable.
- Bill will convey to Mary this decision.

Nominations and Election Committee

- Linda heading committee – at one point, the committee had more people interested than there were positions – now one person per office
 - Wendy talked with Linda about the appropriate role for her – together with Bill they decided that Wendy would take on a “director at large position” with voting rights but no committee responsibilities
 - Currently: Membership – Annette Hurley; Programming – Priscilla Nelson; Community – Jon Hockman; Marketing and PR – Don Sloane

Treasurer's Report:

- Information phone line is set up – we still need a message – Susan will get details from Jeff and will record info on location, date, how to register, etc. for chapter activities
- Paypal account is set up, can add button to web page when developed – money will transfer in and out of checking account – Jeff will set up another e-mail account for registration so that we will know who has registered for events – Bill will forward to Jeff a merchant account charge sheet to be used at the door
- Linda will take care of registrations for October meeting – we will adjust the registration fee to : prepaid \$25 members / \$35 non-members; at the door \$35 / \$45
- Chevy Chase Bank – processed visa check card with Jeff's name on it, so now have a credit card to use for chapter purchases
- Budget: Linda and Jeff will handle year-end documentation for ICF; currently have \$12,420.55 in account + \$100 cash in treasury – so far this year, have underspent budget on expenses, overspent on room rental, food and beverages – meeting fees have gone up with increased attendance

By-Laws

Being reviewed by attorney.

Proposed idea

Try a coaching mentoring program – Community Committee will address this for 2004 – look at Coachville’s Buddy Coaching idea and see what makes sense