

AEP Board Working Group Minutes From December 22, 2008

Attendees: Janet Dallas, Christy Ryan, Scott Sjulín, Matt Franck, Lisa Raffetto, Trevor Macenski, Emily Bacchini, Wendy Haydon

Recorder: Wendy

Meeting began: 6:30 p.m.

Location: EDAW, Inc.

Meeting adjourned: 9:00 p.m.

I. Business

- A. **Roles/Goals of Board members:** Christy handed to all in attendance descriptions of everyone's roles on the Board. **Trevor** will contact Kent Norton regarding the leadership training. The Board would prefer this to be a half-day event during the week, possibly to coincide with an already-scheduled Board meeting.
- B. **Committees for Programs, Website, Scholarships, Newsletter, Membership:** It was agreed that committees need to be established. They were not formed tonight.
 - 1. It was determined that Emily would be the point of contact for Marc Descollonges. There is nothing to report on Scholarships. It was determined that **Lisa** will track who attends our programs (luncheons, mixers). The purpose will be to solicit non-members who attend functions to become a member, and to track whether our membership is composed of consultants or government agencies.
- C. **Pens/Mugs as takeaways for events/sales:** **Trevor** will check the cost of 500 pens before the Board votes whether to purchase them. Pens would be handed out at CEQA/NEPA workshops (3 times per year).
- D. **Board Meetings:** It was determined that Board meetings will occur on the second Wednesday of every month, with the first meeting being held on January 14, 2009 at PBS&J. Locations of monthly Board meetings will be determined each month. The Board Summit will occur on March 14, 2009 at the Hotel Nikko in San Francisco. **Wendy** will put the summit and the recurring monthly board meetings on Outlook for everyone.

II. Programs

- A. **CEQA Basics Workshop:**
 - 1. **Venue Selection to State Board:** Janet provided a list of potential venues to the Chapter and State Boards. Other venues suggested include: the Junior Colleges, CSUS. Janet indicated that the problem with selecting SMUD or RT as program venues is that they do not have sufficient parking for attendees. **Trevor** will check with the State Board regarding any policy that prevents allowing free attendance at a workshop to people who work for an organization that provides a free venue for the workshop.
 - 2. **Speaker Selection:** It was suggested that if there is a panel of speakers, that at least one speaker be new to the AEP group, and the other panelists could be return speakers.
 - 3. **Tentative Schedule for 2009 (workshops, mixers):** It was determined that all monthly luncheons/programs will occur on the last Wednesday of the month. **Wendy** will put these luncheons/programs as a recurring meeting on Outlook for everyone. The CEQA Workshop will occur on April 17, 2009. **Wendy** will put this meeting on Outlook for everyone. Monthly beer

networking mixers will occur the first Thursday of the month, beginning in February 2009. **Wendy** will put this meeting as a recurring meeting on Outlook for everyone.

B. Monthly Program: **Emily** will ask the Army Corps of Engineers to present at the January, February, or March luncheon. Beginning the first Thursday in February 2009, we will start having a monthly beer social hour at Brew It Up, located at 14th & H streets, at 5 p.m. **Trevor** will write a newsletter for the end of 2008 (articles due December 30).

III. Newsletter/Website:

A. Newsletter:

1. **Review of Other Chapters' Newsletters:** this did not occur tonight.
2. **Tentative Schedule for 2009:** It was determined that an "end of 2008 newsletter will be emailed on December 31. It was also determined that six newsletters will be produced in 2009. Publication dates are: February 1, April 1, June 1, August 1, October 1, and December 1. **Wendy** will include these dates on Outlook for everyone. Each newsletter will include a feature article, a description of the upcoming program and a recap of the program(s) that has/have occurred, links to the website, a member profile, a member count with a list of new and renewal memberships. The four Director reports, and the legislative updates, policy briefings, and President's reports will be included periodically in the newsletters. **Scott** will continue to provide photographs from chapter events to Matt for newsletter articles.
3. **Article Deadlines:** **Christie** will write a "2009 Kickoff" feature article, due to Matt on January 15. **Emily** will write a Treasurer's article, due December 30. **Janet** will write a President's Goodbye article, due to Matt on December 30. The final 2008 newsletter will include a newsletter naming contest with a prize consisting of a free lunch at an AEP monthly lunch program. **Wendy** will put the newsletter deadline (15th of the month for each month except the March deadline is March 19th) as a recurring deadline on Outlook for everyone.

B. Website:

1. **Job Postings:** it was determined that job postings should last one month (from the first of the month to the end of the month). **Lisa** will send an email reminder to the advertisers on the 25th of each month indicating that their ad will disappear at the end of the month unless the advertiser responds asking it to run the upcoming month. **Wendy** will put this email reminder date on Outlook as a recurring event. **Matt and Marc** will include this information in the newsletter and on the website. It was determined that public agencies, non-profit entities, and companies with fewer than 50 employees will get free job ads on the website. **Emily** will tell this to Marc and will indicate that this is a three-month trial, asking him to report back regarding how the system is working. **Matt and Marc** will include this information in the newsletter and on the website.
2. **Upcoming Programs:** It was determined that a link should be put on our website's front page when an upcoming event is being advertised. It was also determined that a request to the membership asking them what program topic they would like addressed at a monthly luncheon should be posted on the website – this should be done in the newsletter and on the

website. **Matt** will include this in the end of 2008 newsletter. **Emily** will inform Marc regarding these issues.

3. **Posting Chapter Events on the State's Website:** Program co-chairs (**Janet and Kristie**) will do so. This must be done by a Board member.