

# Western Region IPMA-HR Board Meeting Minutes

## 1/27/2017

**Type of Meeting:** Chapter Leadership Retreat Board Meeting

**Attendees:** Tamara Dixon (President), Janet Newport (Past President), Andrea Cutler (Exec. Council Rep.), Sonja Stanchina (1st Vice President), Leah DiMarco (2nd Vice President), Brian Haggerty (At-Large Board Member and 2017 Conference Co-Chair), Jason Jimenez (Treasurer), Christine Hoffmann (Secretary).

**Additional:** Mary Rowe (IPMA-HR President)

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### ----- Agenda Topics -----

Lunch	All	90
President's Welcome	Tamara Dixon	10
IPMA-HR President Update	Mary Rowe	40
Executive Council Representative Update	Andrea Cutler	10
Mid-Year Treasurer's Report	Jason Jimenez	15
Approval of October/December Minutes	Christine Hoffmann	5
Update on 2017 WR Conference	Brian Haggerty	10
Update on 2018 WR Conference	Sonja Stanchina	15
Committee Reports	All	30
Other Business	All	75
Next Meeting: February 15, 2017		

**Meeting: 12:00 – 4:20 PM PST**

### ----- Agenda Discussions & Actions -----

**Welcome** Tamara Dixon

**Discussion:** Tamara welcomed the Board and IPMA-HR President, Mary Rowe.

**Discussion:** Mary said that she was glad to be present and appreciated the invitation to attend the Chapter Leadership Retreat. Mary shared that work was progressing on the 2017 IPMA-HR conference in San Antonio. The keynote speaker has been confirmed and will be Courtney Anderson, a former employment attorney from Texas who now works as a news correspondent for Huffington Post and others and has a strong speaking background. The call for proposals for concurrent sessions already has 40 responses for 14 spots which will be linked to the HR 2020 report. Ted Talks are planned for an afternoon session. Mary has been on a site visit to the conference venue and the location is amazing. The venue is right on the Riverwalk in San Antonio, which is beautiful. Also, for attendees interested in bringing their families, LegoLand is within easy reach.

Mary also shared that the focus for her coming year's presidency will be on relevance; what's relevant to those entering the profession versus those on the tail end of their careers. There's a member alliance task force. A second emphasis is on communication; clarifying the roles of the Chapter, the Region, etc. The overall purpose and service of IPMA-HR as a whole will then be worked backward to determine the best way and level of organization to deliver those services. Mary has instituted quarterly calls with Chapter and Region Presidents to communicate what's going on at National. There will also be a practices survey of Chapters, focusing on dues, professional development, etc., which will be reported out to share ideas and successful methods of delivering services to members.

IPMA-HR is also pursuing marketing/branding. In 2016, there was a 31 member decline, less than 1% of the 5864 individual of agency members. National has engaged a firm to conduct exit surveys, enhance the website, and conduct general marketing. The plan is still in development.

Professional emphasis groups have been established. 150 people signed up for the classification/compensation group, and phone meetings were held. At the 2017 conference, there will also be a forum specifically for small cities and towns, who have only 1 or 2 HR practitioners.

This year, all National webinars will be free to members. The Executive Council will also consider revising agency membership options and prices at the March meeting. If changes are adopted, this should positively impact the Chapters and the Region in identifying national members.

IPMA-HR certifications were revised last year. The Intro to Public Sector HR enrollment has surged. Mary updated the Board that leadership training that was developed for China will also be available to US members. Dave Ulrich and his son have agreed to partner with IPMA-HR to develop competency training, and this project is expected to pick up soon. National has also partnered with Bob Lavigna at CPA on an engagement survey.

Mary shared that there will also be a push to continue publicizing the HR 2020 report and breaking out sections of the report for members. During his presidency, Bill Cole pushed to get the report out and it is great work regarding taking HR from the transactional to the transformational. Now that the report is out, articles in the website and magazine and concurrent sessions at the conference linked to sections of the report will work to get the report off the shelf and into action items for members. The focus will be on things members can do at their organizations based on the report. Mary also noted that an

interesting check-in is to give an assessment to organizational stakeholders to see if they view HR as transactional or transformational.

### **Executive Council Representative Update**

Andrea Cutler

**Discussion:** Andrea shared that the next meeting of the Council is in March in Alexandria, and said that she would update the Region regarding the agency membership item.

### **Mid-Year Treasurer's Report**

Jason Jimenez

**Discussion:** Jason sent the financials in advance and provided an overview that the Region had spent \$12,515 to date with revenue of \$6,954. Of the revenue, \$5,954 was generated through job postings. Jason also noted that he had received 5-6 payments for the Western Region 2017 conference already, and that the Region is in good financial shape. Tamara asked about the \$403 already spent for the regional conference and Jason agreed to check and get back to Tamara on that. Brian recognized that Jason had done a great job on the report, and both Tamara and Sonja agreed. Leah moved to approve the December financials, Sonja seconded and the motion carried.

### **Approval of October/November Meeting Minutes**

Christine Hoffmann

**Discussion:** Christine sent drafts prior to the meeting of the October and December minutes and incorporated feedback from Andrea. Sonja motioned to approve the October and December minutes, Tamara seconded and the motion carried. Tamara noted that she appreciates everything the Treasurer and Secretary do to keep the Board on track.

### **2017 WR Conference**

Brian Haggerty

**Discussion:** Janet joined the meeting by conference call at this point. Brian updated the Board that speakers are lined up for all sessions and the Committee is currently getting bios and photos. Ted Talks are planned for Friday morning to provide shorter options for attendees traveling that day. Tamara shared that she saw this style of presentation at the SHRM Mile High conference and that it was great. Brian said that he will be MC'ing the Ted Talks and that the Conference Committee has reached out to some speakers not selected for concurrent sessions to see if they would like to condense their presentation to a shorter format. The Committee decided against a closing keynote in favor of trying this format. The Committee is continuing to finalize details for the President's reception, and that and the whole event will be very exciting. There have been some browser issues with the website which are being resolved. Brian also shared that Bruce Gardner is seeking a sponsor for the Chapter Presidents'/Board meeting on Tuesday.

Brian shared that the Train the Trainer event is also planned for Tuesday and the Board discussed scheduling the Board meeting to allow Brian and Andrea to attend both events. The agenda for the training covers managing a classroom, and focuses less on the content of the training and more about leading and teaching adult learners. Sonja agreed to consider helping with the class and said that she

would review her schedule and discuss this with Andrea. Sonja later confirmed her assistance as a co-presenter.

Tamara thanked Brian for co-chairing with Leslie and commended the Committee for their work.

## **2018 WR Conference**

Sonja Stanchina

**Discussion:** Sonja confirmed that the contract has been signed with the Holiday Inn in the Sacramento Downtown Arena for Wednesday, April 25 to Friday, April 27, 2018. Possible themes for the event could focus on the California gold rush or being in the State capital. Sonja plans to have postcards made for the bags at the 2017 conference. Andrea and Janet volunteered to serve on the subcommittee to develop the conference theme. Tamara also offered to send Sonja the contact information for the person who will develop the postcards.

Sonja noted that the Region could potentially get Captain Chesley “Sully” Sullenberger as a keynote speaker as he lives in Danville and she has met him.

Tamara recognized Sonja for taking and running with the planning for the 2018 conference. Sonja reconfirmed the room rate of \$144/night with 10% off food and beverage.

## **Committee Reports**

### **Communications**

Tamara Dixon

Tamara shared that Kelli Fitzgerald doesn't have anything formal to report, but asked that the Board remind Chapters to send new member information to Kelli so that they can be added to Constant Contact for WRIPMA-HR updates. Sonja noted that the Chapters should also update Kelli when members move agencies and update their email addresses.

### **Chapter Development**

Andrea Cutler

Andrea reports that she has been talking to the developing Utah Chapter and that they are currently drafting bylaws based on templates provided by the Region. There are 8 people interested in serving on the Utah Board and they will determine roles at a meeting scheduled for February 10<sup>th</sup>. Unfortunately, Jeff Mulitalo was unable to attend the Leadership Retreat due to issues with the State legislative process. Mary shared that Jeff will be a presenter in San Antonio.

Tamara recognized all the work that Andrea is doing with Chapter Development.

### **Chapter Leadership Retreat**

Leah DiMarco

Leah reported that 22 people would be attending in the Lassen Room on the 28<sup>th</sup>. The room will be set up in a U-shape to allow for the presentations by the Region's two largest Chapters regarding how they operate. There will be breakfast provided at 7:30am and a pre-arranged lunch menu that will be selected in the morning. The group will walk to the Trofi restaurant within the hotel for lunch.

Tamara shared that at the Houston conference, there had been a great discussion of how the different Chapters do different things and that she was excited to go more in depth on that topic here. Tamara thanked Leah and Sonja for all of the work they did on the setup for the retreat.

## **Professional Development**

Brian Haggerty

Brian shared that his vision is creating professional development opportunities – sponsoring certification trainings 1x/year in different areas of the Region. Brian reminded the Board that outside of California, it's harder to get the competency training for certification. Beginning in the next year, the Region will determine where there's a training need, then will work with the Chapter in cost-sharing and revenue sharing to present trainings. Brian plans to start with competency training, and noted that he's also received interest in the Intro to HR training, and leadership training. Certification is something that binds members to the organization and is a service to members.

Brian noted that this plan will require funding especially for initial costs to schedule the training, though some or all of the costs may be recouped in revenue sharing with the local Chapter. Sonja shared that when she started in HR, this was the organization to join, and thought that more consistent training could reinforce that status. Sonja also noted that the 4-day duration of the training was an obstacle for many members. Andrea shared that the training in Colorado was scheduled over the MLK Jr weekend, Friday to Monday, so that attendees only had to take 1 day off work. Mary shared that the training has also been delivered as a 1 day/week over 4 weeks. Brian agreed that once more local trainers are available, that would be a great option. Tamara noted that the cost would need to be fleshed out in a formal proposal since the budget currently includes \$500, which wouldn't cover this program.

Tamara asked if the existing trainer list was still viable, and Brian said that confirming the list would be on the project plan if approved. The Board also discussed the online training option through National vs. the value of the live, in-person trainings offered by Chapters/Regions. Brian said that he would talk to the Chapter Presidents tomorrow to gauge interest and then start identifying options and lining up a plan. Brian stated that the largest cost in the trainings are bringing in one or two trainers (two is preferred), and that local trainers would eliminate or reduce that cost. Tamara expressed her enthusiasm for this concept and stated that she would like to see it fleshed out into a formal proposal soon. Tamara also asked Brian to attend the March 24<sup>th</sup> Colorado HR Manager meeting to present on the concept of agency trainings and to report out on the interest by the City of Boulder in certifying all of their employees.

## **Website & Technology**

Tamara Dixon

Tamara shared an update that Bruce sent via email covering 3 areas:

**Website:** The committee moved forward with the new site and went live in May 2016. The committee also assisted the Arizona Chapter with renaming. Unfortunately, in late Fall 2016, a Trojan in a Wordpress update let a virus into the Region site which was down for a couple of days. The committee change the host of the site for better security.

**Zoom:** Has been purchased and is being implemented. The Colorado Chapter will be using the system for a total rewards webinar, and the Region plans to transition from Accessline to Zoom in February.

**Conference:** The conference webpage is active. Bruce also created a speaker form and trained the finance committee. A marketing system is being used to advertise the conference.

The committee's goals are to continue to maintain the site, finish implementation of Zoom, and to support the conference. The committee intends to have support documentation available for Chapters in Vegas.

## **Awards & Recognition**

Leah DiMarco

Leah shared that she had sent out 2 announcements. Sonja and Gail Brooks are on the committee. To date, 1 application has been received for the Muriel Morse award and the deadline is the end of February. Sonja shared that the Region typically reserves 5 rooms for award recipients so that they are able to get the discounted, early rate even if they register past the deadline. The recipients will pay for the rooms, the Region just reserves them for Wednesday and Thursday nights.

Brian and Leah also discussed the possibility of submitting video rather than or in addition to written descriptions of the chapter or agency accomplishments. The winning video could then be edited and shown to attendees at the award luncheon.

## **Other Business**

All

**Discussion:** Tamara provided an update on the tax exempt status task force via email in advance of the meeting. The Board discussed the option of moving forward with the IPMA-HR national attorney with an increased retainer amount of \$5,000, and no cap on the total amount. The other 3 regions had declined to move forward based on the price including the hourly rate. One region elected to use a local attorney and another region will do the filing on their own with guidance of an agency. The recommendation of the task force is to go forward with the Region's original selection, George Parnell, at a non-profit rate of \$300/hour, an estimate of \$3,500-\$5,000 not including filing fees, and a cap of \$7,500. Kelli Williamson will take the lead on working with the attorney upon approval. Tamara motioned to approve the task force's recommendation, Sonja seconded, and the motion carried. Tamara will circle back to the National attorney to let her know that the Region is going in another direction. Andrea will follow up with George and other firms interviewed by the task force.

Sonja updated the Board that an email blast regarding the 2<sup>nd</sup> VP Nomination went out with a deadline of February 24<sup>th</sup>. Mary stated that she knows someone in Oregon who is interested, but didn't know where to get the application. Tamara reminded the Board that per the bylaws, the process must be finalized by February 26<sup>th</sup>. Interested members may be nominated or may nominate themselves. Sonja will submit a recommendation to Tamara, and upon approval, will send out to the Region for a vote. The second VP will then be introduced to the Region at the conference award luncheon.

Tamara gave an update on the Emerging Leaders Scholarship, which was sent out at the beginning of January with a 1/31 deadline to submit an application. To date, the Region has received 4 applications, all from the Sacramento/Motherlode chapter. The scholarship may be awarded as one \$1k scholarship for any IPMA-HR professional development or may be awarded to multiple recipients in smaller amounts. The Board decided to extend the deadline to 2/3/2017 to allow more members to submit applications.

Finally, the Board discussed the agenda for the next day's retreat, scheduled to start at 8am.

**ADJOURNED AT 4:18 P.M. PST by President Dixon**

**The next meeting will be held on February 15th**