



**THE WISCONSIN CHAPTER OF ASID  
BOARD MEETING**

March 26, 2011

LOCATION	Direct Supply Aptura – 6767 North Industrial Road, Milwaukee, Wisconsin
BOARD MEMBERS PRESENT	<b>Bill Beaudreau, ASID</b> – President <b>Leah A. Knox, ASID</b> – President-Elect <b>Dustin Struckmeyer, Allied Member ASID</b> – Financial Director <b>Sally Theiler, ASID</b> – Professional Development Director <b>Tina Raasch-Prost, ASID</b> – Membership Director <b>Liz Allen, IP Member ASID</b> – Communications Director <b>Amy Sell, ASID</b> – Director-at-Large <b>Ashley Riederer, Student Member ASID</b> – Student Representative to the Board
MEETING CALLED BY	Bill Beaudreau
CALLED TO ORDER	9:07 a.m.
MINUTES BY	Leah A. Knox

**AGENDA TOPICS**

**JANUARY 20, 2011 MEETING MINUTES**

MOTION	Tina Raasch-Prost
SECONDED	Ashley Riederer
DISCUSSION	None
VOTE	Approved

**DIRECTOR-AT-LARGE REPORT**

MOTION	N/A
SECONDED	N/A
DISCUSSION	Amy S. reported that there were three (3) submissions from a student member for the Share the Love membership campaign postcard for the Chapter – Amy S., Tina R. and Bill B. will pick the winning submission. As of this date there have been no applications for the Student Representative to the Board position for next year. The deadline will be extended and an outreach to Student Chapter Faculty Advisors will be conducted to garner interest. Two (2) to three (3) teams have been formed for the Community Service project, with Jodie Thill, ASID, as chairperson. The Chapter's Environmental Stewardship and Sustainability Advocate position were discussed with an emphasis on focusing on sustainability topics, practices and educational opportunities for members.
VOTE	N/A

**COMMUNICATION DIRECTOR'S REPORT**

MOTION	N/A
SECONDED	N/A
DISCUSSION	Liz A. discussed enforcement of the Chapter website policy with regard to the length of time resumes are posted in the Job Bank section of the website. Bill B. and Liz A. also discussed DSA Publishing and Design as a possible alternative to our current webmaster, and the ideas and tools

	that could be brought forward if the Chapter was to consider using their services. The discussion was tabled with Liz A. agreeing to research the issue and gather further information with assistance from Bill B. DSA has offered to come and give a presentation on their services, and their successes with other ASID chapters.
VOTE	N/A
PUBLIC RELATIONS DISCUSSION	The Board discussed PR and Marketing ideas re: the previous discussion of DSA as an alternative to our current webmaster.

#### FINANCIAL DIRECTOR'S REPORT

MOTION	Leah A. Knox
SECONDED	Sally Theiler
DISCUSSION	Dustin S. reported that the Chapter had received additional revenue in the amount of \$5,000.00 from the Design Excellence Awards Gala. The Vanguard Wellesley Funds are performing well for the Chapter. A discussion re: the disposition of our current bank accounts with M&I Bank was held with a consensus agreement to evaluate the Chapter's current bank and investigate alternatives with regard to returns performance, and the bank's dealings and experience with other non-profits.
VOTE	Approved

#### PROFESSIONAL DEVELOPMENT DIRECTOR'S REPORT

MOTION	N/A
SECONDED	N/A
DISCUSSION	Sally T. discussed ideas for upcoming programs in May and July that will be confirmed and finalized in the near future. An idea for a program re: project photography was discussed as a possibility for another Chapter program.
VOTE	N/A
DISCUSSION	Bill B. discussed the background and goals of the planned Fashion Show joint event with the Wisconsin IIDA Chapter. Shannon Cooper has been tapped by Bill B. as the ASID co-chair and a committee meeting was held the week prior to the Board meeting. The event has precedence for success from other IIDA chapters and provides an opportunity for supporting the design community.
MOTION CALLED	Bill B. called for a motion to approve the allocation of \$5,000.00 from the Chapter as "seed money" for the joint ASID WI/IIDA WI Fashion Show event to be held in September 2011.
MOTION	Dustin Struckmeyer
SECONDED	Sally Theiler
VOTE	Approved
DISCUSSION	A discussion was held re: the allocation of the Chapter's resources (time, people, money) and where to best allocate those resources with regard to Chapter events and Chapter focus. The discussion was tabled and will be re-addressed at the next Board meeting.

#### STUDENT REPRESENTATIVE TO THE BOARD'S REPORT

MOTION	N/A
SECONDED	N/A
DISCUSSION	Ashley R. reported that all of the Student Chapters are currently working on their slate of candidates for their respective Boards for next year. All but one of the Student Chapter Gatherings has been scheduled for Fall of 2011.
VOTE	N/A

**MEMBERSHIP DIRECTOR'S REPORT**

MOTION	N/A
SECONDED	N/A
DISCUSSION	Tina R. discussed the "Share the Love" membership initiative, and the WI Chapter's contest for students to design a graphics package for our Chapter's use in promoting this National program. The three (3) submissions were reviewed and discussed. Tina R. suggested aligning the "Share the Love" WI Chapter promotion with the Annual Meeting in September.
VOTE	N/A

**OTHER TOPICS/NEW BUSINESS**

MOTION	N/A
SECONDED	N/A
DISCUSSION	Next Board Meeting will be April 26, 2011 – location TBD. First reading of the Strategic Plan will be at the June 21, 2011 Board Meeting. Second Reading of the Strategic Plan will be at the August 16, 2011 Board Meeting. The Chapter Administrator's contract review will be at the August 16, 2011 Board Meeting.
VOTE	N/A
ROUND TABLE DISCUSSION	Bill B. requested in a round table discussion that each Board member list one accomplishment they have made this year as a Director on the Wisconsin Chapter of ASID Board: Sally T. – The CEU Day event and the recruitment of volunteers to make the event happen Liz A. – "Wrapping her head around" the website Tina R. – The partnership with ASID National for the "Share the Love" membership initiative Ashley R. – Working with all of the Student Chapters Dustin S. – Finding a new tax preparer for the Chapter, with the help of Sally T. Amy S. – Creating standards for her Board position Leah K. – Being a good listener and learning and absorbing knowledge from Bill B. Bill B. – Securing the commitment of the Board members and "drinking the ASID kool-aid"

<b>MEETING ADJOURNED</b>	10:42 a.m.
MOTION TO ADJOURN	Leah A. Knox motioned to adjourn the meeting
SECONDED	Tina Raasch-Prost
OBSERVERS	Karen Johnson Shana Lafore Lisa Rimmel