



**THE WISCONSIN CHAPTER OF ASID  
BOARD MEETING**

March 16, 2021

<b>LOCATION</b>	Microsoft Teams Meeting
<b>BOARD MEMBERS PRESENT</b>	<b>Leah Knox, ASID</b> - President <b>Lauren Maki, ASID</b> – President-Elect <b>Jennifer Doede, ASID</b> – Financial Director <b>Dan Effenheim, ASID</b> – Professional Development Director <b>Sofia Ismali</b> – Communications Director <b>Nicole Greuel, ASID</b> – Membership Director <b>Anna Janke ASID</b> – Director-at-Large
<b>MEETING CALLED BY</b>	Leah Knox
<b>CALLED TO ORDER</b>	5:51 p.m.
<b>MINUTES BY</b>	Lauren Maki
<b>ADDITIONAL MEMBERS IN ATTENDANCE</b>	Bill Beaudreau

**AGENDA TOPICS**

**MEETING MINUTES**

<b>MOTION TO APPROVE</b>	Anna Janke
<b>SECONDED</b>	Nicole
<b>DISCUSSION</b>	None
<b>VOTE</b>	None
<b>FURTHER DISCUSSION</b>	None

**FINANCIAL DIRECTOR REPORT**

<b>DISCUSSION</b>	<p><b><u>Account Standing</u></b></p> <ul style="list-style-type: none"> <li>- Current account balance – higher than normal due to virtual events and decreased spending</li> <li>- Vanguard rebounded from last year</li> <li>- Sponsorship Totals: \$12,500; a few to wait for next quarter</li> <li>- Volunteer coordinator to make sure sponsors are getting all benefits (social media content, masks etc.)</li> <li>- Struggle to share ASID Sharepoint site with volunteers; National drives this protocol – Not convenient</li> <li>- Volunteer would like to create social media</li> <li>- Creating a budget committee; state of the finance report – easy commitment</li> </ul> <p><b><u>General</u></b></p> <ul style="list-style-type: none"> <li>- Month to month admin reminders for board members; Strategic planning</li> </ul>
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	<ul style="list-style-type: none"> <li>- Already meets with Leah monthly</li> <li>- Reference: Leah's notice of new admin, stick to the admin e-mail</li> <li>- More authorized hours; add Leah to meeting w/ admin</li> </ul>
VOTE	N/A

**PRESIDENT-ELECT REPORT**

<b>DISCUSSION</b>	<p><b><u>GA Committee</u></b></p> <ul style="list-style-type: none"> <li>• New legislation session is underway <ul style="list-style-type: none"> <li>• Bill to be introduced by Senator Kooyenga of Wauwatosa – no introduction yet</li> <li>• When introduced, we will get the new language of the bill</li> <li>• It is very similar to last year's</li> </ul> </li> <li>• Continue spreading the word to members, supporters, friends, etc.</li> <li>• Currently we have roughly 1000 people on the phone to action list. <ul style="list-style-type: none"> <li>• Goal is 1500-1800 people throughout the state</li> <li>• We have a list of all people that have signed up for call</li> </ul> </li> <li>• Letters of Influence <u>Still Needed</u> <ul style="list-style-type: none"> <li>• All people involved in committees and subcommittees are currently being asked to get letters to show support <ul style="list-style-type: none"> <li>• Potential of the Business Committed to Writing Include: <ul style="list-style-type: none"> <li>• President of Mount Mary College</li> <li>• Creative Business Interiors</li> <li>• Lippert Tile</li> <li>• JLA</li> <li>• CJ &amp; Associates</li> <li>• Knothe &amp; Bruce</li> <li>• Bachman Construction</li> <li>• Tri-North Construction</li> <li>• Women in Construction</li> <li>• WCREW (confirming)</li> <li>• WI Building Inspectors Association</li> <li>• UW-Stevens Point</li> <li>• Madison College Design Dept</li> <li>• UW SOHE Professors</li> <li>• Herman Miller</li> </ul> </li> </ul> </li> </ul> </li> <li>• Next committee meeting: 3/26/2021</li> </ul> <p><b>Asks of the Board of Directors:</b></p> <ul style="list-style-type: none"> <li>• Phone to Action <ul style="list-style-type: none"> <li>• Please sign up for phone to action if you have not already</li> <li>• Ask friends, family, co-workers, clients, trades to do the same</li> </ul> </li> <li>• Letters Needed <ul style="list-style-type: none"> <li>• Write a letter in support of the bill (will send over information)</li> <li>• Ask co-workers, companies, firms owners, supporters to do the same</li> </ul> </li> <li>• Testify <ul style="list-style-type: none"> <li>• We are looking for individuals to testify (virtually or in person)</li> </ul> </li> <li>• Share all social media posts to get out the word</li> </ul> <p>Communications committee – individuals to put through 2-3 second story of <i>why</i> looking for another (5) individuals; moving the story over to the personal reach. Static picture testimonial</p>
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	<p>Testifying at the Capitol is in-person</p> <p><b><u>Design Awards</u></b></p> <ul style="list-style-type: none"> <li>- Date: April 8<sup>th</sup>, 2021 @ 4:00pm</li> <li>- Theme: "There's No Place Like Home"</li> <li>- MC's: Lauren &amp; Leah</li> <li>- Production Cost: \$15,834.72</li> <li>- Swag Cost: TBD; budget sheets requested from committee</li> <li>- Recording location: Forward Space</li> </ul>
<b>MOTION TO APPROVE</b>	N/A
<b>SECONDED</b>	N/A
<b>DISCUSSION</b>	N/A
<b>VOTE</b>	N/A

### PROFESSIONAL DEVELOPMENT DIRECTOR REPORT

	<p><b><u>Tango Event</u></b></p> <ul style="list-style-type: none"> <li>- A night of wine and good fun!</li> <li>- Registration #'s TBD</li> </ul> <p><b><u>Next Event</u></b></p> <p>Bella Tile expressed interest</p> <p>Golf-thing with Chip Pop Up; in-person outdoor event</p> <p>Looking forward to the end of term, is there anyone we can start talking to about What's Next; late fall would be better.</p> <p>Lauren to tap into network for committee – (4) on last year, 3 ladies from Henricksen 3-4 designers from Workshop – Diversity was so well done colleagues at a firm works well. Erica Proefrock? Committee to plan</p>
<b>DISCUSSION</b>	
<b>VOTE</b>	N/A

### MEMBERSHIP DIRECTOR REPORT

	<p><b><u>Emerging Professionals</u></b></p> <ul style="list-style-type: none"> <li>- Did an announcement for designers who have passed NCIDQ</li> <li>- Question – Renee Primo asked, she is not a member – can we have non-members on e-mail blasts? Yes</li> <li>- Do you need to be a professional member to receive discounting / Nicole to look into whether or not</li> </ul> <p><b><u>Non-Committee Work</u></b></p> <ul style="list-style-type: none"> <li>- Industry partner sked how they could customize their information in the industry directory</li> <li>- Most people don't even realize they can be in the directory; manual selection – are we interested in</li> </ul>
<b>DISCUSSION</b>	

	<p>sharing that in the e-mail blast – FYI in the e-mail blast?</p> <ul style="list-style-type: none"> <li>- Nicole to research requirements for and IP's – National, Local + Member</li> <li>- Bill – requesting all board members update their profiles</li> <li>- Could everyone update the committee contact list?</li> </ul>
VOTE	N/A

**COMMUNICATIONS DIRECTOR REPORT**

DISCUSSION	<p>New posting protocol via e-mail calendar  Sofia – could you write a volunteer post for a committee chair?  Process:  Creating a marketing committee – 2-3 people  Sofia to ask Jordan to shadow  Canva Pro? In budget, once committee is established, we can enroll</p>
VOTE	N/A

**DIRECTOR-AT-LARGE REPORT**

DISCUSSION	<p><b><u>Sustainability Committee</u></b></p> <ul style="list-style-type: none"> <li>- Kelsey Holz is moving out of state; an appreciation gift would be great.</li> <li>- Callie Rutherford will be new Chair – will be in good shape</li> <li>- Riverkeepers is launching</li> </ul> <p><b><u>Student Scholarship</u></b></p> <ul style="list-style-type: none"> <li>- Trying to build that committee – growing!</li> </ul> <p><b><u>Career Day</u></b></p> <ul style="list-style-type: none"> <li>- Meeting on 3/22 to debrief</li> </ul> <p><b><u>DEI Committee</u></b></p> <ul style="list-style-type: none"> <li>- 7 members</li> <li>- Meeting every 3 weeks</li> <li>- Looking for Chair/Co-chair nominations</li> <li>- Trying to educate shared some excellent resources</li> <li>- Foundation building</li> <li>- Special call to action for students?</li> <li>- Add org chart to website</li> </ul> <p><b><u>Non-Committee Work</u></b></p> <ul style="list-style-type: none"> <li>- School presentation had great turn out; introducing ASID to those who aren't familiar, build value and encourage</li> <li>- Created a volunteer tracking spreadsheet to track our network</li> </ul>
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	Masks – only 50 have been distributed; include in the DEA swag bag
<b>VOTE</b>	N/A

**STUDENT REPRESENTATIVE TO THE BOARD REPORT**

<b>DISCUSSION</b>	<p>Nothing formally submitted          Providing future recommendations for how to keep momentum going</p> <ol style="list-style-type: none"> <li>1. Scholarships – students aren’t made aware of the scholarships until the deadline; a lot of this is based on how it’s communicated. Difficulty navigating the website   create a student tab on the website; the information is not always equitably rolled out within the schools – are there ways that ASID can provide it to the educators so they can roll out free of bias (favoritism!) re-thinking the timeline; some schools offer Spring scholarships is there a way to re-think?</li> <li>2. Internships – how can ASID help to facilitate; with a shortage of internships the students aren’t taking quality internships that affect their program. Missed opportunity – ASID could be providing networking opportunities to obtain these internships, encourage internships – provide language</li> <li>3. Really good thoughts! Did not realize there was a mechanism by which bias is being exploited.</li> </ol>
<b>VOTE</b>	N/A

**OTHER TOPICS/NEW BUSINESS**

<b>DISCUSSION</b>	Thought about doing a video from each member – rolling? Keep them engaged.
<b>VOTE</b>	N/A

<b>MEETING ADJOURNED</b>	7:40p.m.
<b>MOTION TO ADJOURN</b>	Leah Knox
<b>SECONDED</b>	Anna Janke