

**THE WISCONSIN CHAPTER OF ASID - BOARD MEETING MEETING**  
**Thursday, January 23, 2025**

**LOCATION: Virtual Teams Meeting**

**4:00 PM** – Board Meeting Start

**5:30 PM** – Adjournment

ITEM	TIME	ACTION	BOARD MEMBER
<b>Call to Order</b>	4:02 pm		Amanda
<p><b>President</b></p> <ul style="list-style-type: none"> <li>▪ Administrator Board Report</li> <li>▪ Discussion of the IIDA/ASID Summit in late March <ul style="list-style-type: none"> <li>• To establish ways for the two organizations to work together even as Boards change.</li> <li>• To ensure that Sign and Seal information is consistent and correct.</li> <li>• Margaret, Amanda and Melissa will be meeting with IIDA counterparts the 2<sup>nd</sup> week in Feb. To discuss financial and logistical guidelines.</li> </ul> </li> <li>▪ Reminder to publicize ASID-IL's ASID IL Business Bootcamp: Student Edition on 2/19 at the Merchandise Mart - transportation sponsorship? <ul style="list-style-type: none"> <li>• The board decided it would be tough to get a transportation sponsor this close to the event with no idea of attendance.</li> <li>• Amy suggested public transportation.</li> <li>• Erin will put the link for Amtrak in the upcoming newsletter.</li> <li>• Margaret suggested that IL partner with the WI schools to get it on their calendars for next year.</li> </ul> </li> <li>▪ Partnership with MKE Lifestyle, both DEA and outside <ul style="list-style-type: none"> <li>• The Board discussed the impact of the MKE Lifestyle package was underwhelming.</li> <li>• MKE Lifestyle is geared towards residential design.</li> <li>• Lisa suggested that we ask winners to advertise themselves with the option to</li> </ul> </li> </ul>			Amanda

<p>design their own content.</p> <ul style="list-style-type: none"> <li>• Kelly suggested that we have a press release that goes out about the winners.</li> <li>• Future discussion to be had about what messaging should be. Are we communicating to members or the public?</li> <li>• The Board will review the advertising options and bring it to a vote at the next meeting.</li> <li>• Margaret will put the pricing information on SharePoint. <ul style="list-style-type: none"> <li>• No print ads – Digital Only</li> </ul> </li> <li>• If the campaign is broader than the DEA Awards, then it shouldn't come out of the DEA Budget.</li> <li>• Melissa stated that a budget needs to be set for advertising.</li> <li>• DEA Committee trying to partner with student photographers and professors. They will be paid \$100 and get dinner.</li> </ul>			
<p><b>Director-At-Large</b></p> <ul style="list-style-type: none"> <li>• Career Day with IIDA Keynote – AI in the Design World</li> <li>• School visits <ul style="list-style-type: none"> <li>○ Wendy needs help with these in person visits. <ul style="list-style-type: none"> <li>▪ Amanda and Kelly may be able to step in.</li> <li>▪ Allie (Student Rep) should also be attending these visits.</li> <li>▪ Erin will make sure both of Allie's Email addresses are getting Board Meeting reminders.</li> </ul> </li> </ul> </li> <li>• Sustainability Committee will be meeting in March or April.</li> </ul>			Wendy
<p><b>Financial Director</b></p> <ul style="list-style-type: none"> <li>▪ Is there a reason we keep a savings account? <ul style="list-style-type: none"> <li>○ Margaret said that in her experience, most non-profits keep the bulk of their funds in savings and transfer to checking when needed.</li> <li>○ \$5500 Deposit due for DEA Caterer.</li> </ul> </li> <li>▪ Q3 and Q4 Allocations have still not come in. Melissa will continue to inquire.</li> <li>▪ Sponsorship Committee Update <ul style="list-style-type: none"> <li>○ Delafield Design Gallery is interested in doing a Bronze Chapter</li> </ul> </li> </ul>			Melissa

<p>Sponsorship and some Alacarte advertising.</p> <ul style="list-style-type: none"> <li>○ Haworth is interested in Silver Sponsorship</li> <li>○ April 4<sup>th</sup> will be the deadline for Chapter Sponsorships</li> <li>○ The Sponsorship Committee is going to be dividing the list and contacting possible sponsors. <ul style="list-style-type: none"> <li>▪ E-mail templates will be available.</li> <li>▪ Please contact Amy if there is a company or person you would like to contact personally so that they can be communicated to the committee.</li> </ul> </li> </ul>			
<p><b>President-Elect</b></p> <ul style="list-style-type: none"> <li>▪ Advocacy Committee Update <ul style="list-style-type: none"> <li>• Last year this committee spent twice as much as they brought in.</li> <li>• Margaret asked Melissa and Amanda to set allocations for each committee</li> <li>• Melissa said this is impossible to do without knowing what the Q3 and Q4 allocations are.</li> <li>• Amanda reminded everyone that all committees must submit a budget for all events to be reviewed and approved by the Board.</li> <li>• Having funds available for DEA Awards is the most important thing.</li> <li>• Margaret asked if the Chapter is still paying a lobbyist.</li> <li>• Amanda said we are not. At this point we can monitor legislation on our own.</li> <li>• <b>Amanda – Motion to discontinue funding to The Firm for lobbying efforts in Madison.</b> <ul style="list-style-type: none"> <li>• <b>Lisa Seconded</b></li> <li>• <b>All In Favor, Motion Passed</b></li> </ul> </li> </ul> </li> <li>▪ DEA Committee Update <ul style="list-style-type: none"> <li>• Registration for the Gala goes live February 12 and will be open for 6-7 weeks.</li> </ul> </li> </ul>			Margaret
<p><b>Professional Development Director</b></p> <ul style="list-style-type: none"> <li>• The Holiday Party finished with a \$658.26 profit.</li> <li>• Possible spring event?</li> </ul>			Lisa
<p><b>Membership Director</b></p> <ul style="list-style-type: none"> <li>▪ DEI Committee Update <ul style="list-style-type: none"> <li>▪ Met Last week</li> <li>▪ March event in conjunction with NY moved to September 11<sup>th</sup>.</li> <li>▪ Hosting 3 Part DEI Roundtable. <ul style="list-style-type: none"> <li>○ March – Generational Differences – Milwaukee</li> <li>○ April – Race &amp; Ethnicity – Madison</li> <li>○ May –Neurodiversity – Fox Cities <ul style="list-style-type: none"> <li>▪ May Board Meeting</li> </ul> </li> </ul> </li> </ul> </li> </ul>			Kelly

<p>will be held in person in conjunction with this session in the Fox Cities.</p> <ul style="list-style-type: none"> <li>▪ EP Committee Update <ul style="list-style-type: none"> <li>○ Coffee Connect Scheduled for 1/25 in Racine. Good response.</li> </ul> </li> </ul>			
<p><b>Communications Director</b></p> <ul style="list-style-type: none"> <li>▪ Communications Committee <ul style="list-style-type: none"> <li>• A few new social media followers</li> <li>• Let Katie know what she can do to help with MKE Lifestyle.</li> <li>• Sponsorship video brainstorming</li> </ul> </li> </ul>			Katie
<p>New Business / Parking Lot Topics NONE</p>			
<b>Adjournment</b>	5:46 pm		Amanda