

IPMA – HR SOUTHEAST COAST MA  
CHAPTER MEETING  
January 18, 2018  
Hearth & Kettle Restaurant, Hyannis, MA

Members Present:      Susan Atkins, Barnstable                      Laurie Barr, Dennis  
                                 Bill Cole, Barnstable                                      Justyna Marczak, Barnstable County  
                                 Vicki Reis, Eastham                                        Laura Scroggins, Barnstable  
                                 Amy Searle, Eastham                                        Tara Way, Barnstable  
                                 Angela Whelan, Barnstable

1. Approve 12/21/17 minutes

Laura called the meeting to order and asked the group to approve the minutes of 12/21/17. Bill made the motion to approve, Vicki seconded the motion; the minutes were approved.

2. Treasurer's Report

The chapter's running balance is \$3,877.87; the total includes the \$1,000.00 received from the Eastern Region for the Mental Health First Aid Training. Several members have not paid annual dues – Shana Connerney, Deb Blanchette, Catherine Calicchia, Lynne Poyant, Charleen Greenhalgh, Victor Santos and Ashley Tanis. Charleen has a change in job duties so will not be continuing with the group. Lynne couldn't make the new third Thursday of the month meeting time. Laura will reach out to those mentioned and check with Lynne to see if she is interested in changing the meeting time back to the third Wednesday morning of the month.

There remains an unpaid invoice from the Harwich Chief of Police from the ADA Training; a second request for payment should go out. Tammy Cunningham was paid for but was unable to attend the training; we won't refund the cost.

The individual Vicki met at the MMPA annual meeting may join at the new fiscal year. Vicki will forward her contact information to Laura so she can be added to our email list. The Town of Yarmouth is hiring their first HR Director and rumor is the Town of Harwich will soon follow. We should follow up with the individuals hired for potential interest in membership.

3. Winter Social January 24<sup>th</sup>

The Winter Social will be on Wednesday, January 24<sup>th</sup>, 5:30pm at the Yarmouth House. Nine have RSVP'd to date. Laura will send out a reminder email.

4. Mental Health First Aid Training and Eastern Region Chapter Development Funds

NAMI will be taking over the training of new instructors in April or May. The chapter development funds we received from the Eastern Region must be spent by the end of the fiscal year. We could ask for an extension but it would be looked upon poorly. Laura would like to have this training run during her tenure as President. The costs we proposed to the Eastern Region were with the assumption of Barnstable Police Department personnel as trainers. Training costs with NAMI are unknown; does the training still have to be on a

Saturday? Laura will communicate with Anne Spillane and Jacquelyn; Jacquelyn can contact NAMI directly as the Programming Committee.

5. 90<sup>th</sup> IPMA-HR Eastern Region Training Forum 2018 – Harboring Our Inner Strength, Enhancing Our HR Toolkit, June 17-20, Baltimore, MD

Bill has been asked to by Region President-Elect Deb Heemsoth to be Host Chair of the Eastern Region 2019 Conference and Laura will be Co-Chair. To get the conference off the ground things must move quickly. Hosting a conference is a lot of work but a gives all involved a great sense of accomplishment. When our chapter hosted in 2012 we ended with a clam bake on the beach at the Red Jacket that people still discuss. It's a great potential to capture new membership in the region.

The location of the conference will be Hotel 1620 in Plymouth on the waterfront. There will be a site visit in February attended by Bill, Deb, Laura and Laurie. The hotel must have a central meeting space large enough to hold 150 people with 3-4 rooms available for break-out sessions. This conference has potential to be a money maker and could net the region anywhere from \$8,000-\$10,000. We still need to pin down a date because the proposal to the Eastern Region needs to be in by the end of April. How is the date for the conference decided upon? Each region has a representative on the executive counsel who is supposed to discuss their conference so dates don't overlap. We are unique in that we have weather conditions that affect our timing. We also can't go past the end of June because you can't schedule a conference within 90 days of the national conference which is always at the end of September.

Deb will appoint a Program chair; Mark Van Bruggen will be the Exhibit/Sponsor chair. MAIA may be interested in being a sponsor since so many chapter members have an affiliation with them. David Ritter, Attorney from Chicago, always offers to host an event. What is our budget? We count on the revenue derived from the conference and sponsors. We need to pay to reserve a small block of hotel rooms, the region and national president get free rooms and some speakers ask for a free room. We have to do marketing (Constant Contact has a template for promotional emails), plan events/hotel related activities, registration ("Cash Clancy"), AV support (projectors, laptops). We need 8-10 people committed to specific areas and will accept help wherever people are willing to donate their time. Bill will send out an email to the chapter with the main areas of responsibility that need to be covered.

Plymouth Chamber of Commerce needs to be contacted; it would be nice if someone from the town would give a short welcome speech at the conference opening and write a welcome letter for program packets. Who will we use for printing materials? The last conference we used the Sherriff's department, they have a vocational program for inmates that only charges for materials. Do we even want to go with printed materials? Other options are thumb drives or information accessed through laptops. We need to come up with unique bag ideas for the conference. In 2012 we had a group get together at the hotel the Saturday night before and make an assembly line to stuff bags.

A presentation must be ready for the 2019 conference to give in Baltimore with goodie bags to hand out to the attendees; the theme is HR in America's hometown. Bill explained the general structure of the Baltimore Conference: Sunday evening there is a welcome reception, the conference officially begins on Monday morning with a social event held in the evening. Tuesday is a full day ending with a banquet in the evening and Wednesday wraps around noon. The cost is approximately \$300 for the trainings, \$150-160 for hotel and it's a cheap flight, very reasonable for the quality of trainings provided.

6. Social media (Twitter, Instagram, etc.) and branding our chapter

Laurie has set up Facebook, Instagram and Twitter accounts for our chapter. Laura attended a social media marketing course at the Center for Corporate and Professional Education (CCPE) in Hyannis. She learned that chapter members must keep frequenting these social media pages to increase our branding, when we "like" or comment on a post, our contacts see this. If we register with Google our site will show up higher in searches. Laura created the invitation for the winter social through a website she learned about that offers free marketing material called Canva.com.

7. Philanthropy

No updates presently

8. Eastern Region Awards

Jim Wells sent out an invitation for award nominations; awards range from chapter member of the year, HR specialist of the year, the Cushman and the Densler. There is a short form to be completed for nominations due by March 29<sup>th</sup>. Laura will send out an email to the chapter.

9. Discussion

Justyna heard back from the contact regarding the possible Substance Abuse training; they only offer private sector trainings. Other possible topics discussed by the chapter previously: bullying, harassment, distracted employees, millennials. Laurie forwarded information to Jacquelyn on Hope Health for a possible Alzheimer training. The Assistant Town Attorney in Dennis may be available to present on the topic of delivering difficult news.

Laura made a motion to adjourn, Bill seconded the motion, meeting adjourned.

**Next meeting February date TBD at Hearth & Kettle, Hyannis 8:00am**