

ICF Ohio Valley Chapter Board Meeting February 14, 2017

Attendees:

Janet Fulton, Meredith Williams, Kristen Beireis, Chris Padgett, Sandy Hughes, Becky Lingo, Jeff Nally

Absent: Angela Greer, Kevin Guerrero and Michelle Naiser

Janet opened the meeting by sharing that she will be hosting a call tomorrow to welcome four new ICF Ohio Valley Chapter members.

Becky shared the January meeting minutes and budget in advance of the meeting and asked if there were questions. In addition, Becky noted that if committee leads had questions about their committee budget to please reach out and she would go over the details with them. Sandy moved to approve the minutes, Kristen seconded and all approved the Secretary/Treasurer reports.

| Date: Period Ending February 10, 2016 | 2017 BUDGET | 2017 ACTUAL |
|--|----------------|----------------|
| Republic Bank Balance - General | \$7,595.00 | \$12,022.73 |
| Republic Bank Balance Reserve | \$2,500.00 | \$2,500.43 |
| # Chapter Members | 150 | 129 |
| # ICF Certified Members | | 80 |
| # ICF Certified Members % | | 62% |

Unfinished Business

Sandy closed out the 2017 finances and passed the Secretary/Treasurer responsibilities on to Becky. Sandra asked each board member to look at how we spend money and keep track in 2017 so that as it comes time to establish the 2018 budget the board will easily collaborate to establish a budget with Becky for 2018.

Janet congratulated Jeff Nally for all of the work he did in coordinating the efforts that led to receiving the ICF Marketing grant. Jeff congratulated the Ohio Valley ICF for this achievement. Jeff shared that he assembled a small committee to work on a few options on how to use the grant and the ICF selected the option to host a booth at the Kentucky SHRM Conference. The ICF decided on this option so that the Ohio Valley ICF had the opportunity to get in front of leaders and funders who make decision about coaching. The ICF has deposited \$5400 in our account to fund this activity. The \$5000 will be used to pay for the booth and then we will have \$400 to put towards the development of Ohio Valley ICF marketing materials that will be available at the booth. The ICF will supply several other supplies for the booth as well. Jeff will serve as the ICF

contact for the grant and booth. The purpose of the booth is to provide awareness of coaching. Our intent is to sell coaching as a way to enhance their employee development and that the Ohio Valley ICF wants to be their primary source of coaches.

Chris Padgett brought up that the logo on the Ohio Valley ICF website is not our official logo and that we will need to use the approved logo on any marketing materials. Meredith said she would remove the unapproved logo from the chapter files and place the approved logos in the drop box file.

Meredith suggested in the spirit of radical collaboration that we use local chapter money to reimburse mileage for Ohio Valley ICF coaches outside of the 50 mile radius of Louisville to provide representation at our Kentucky SHRM Conference Booth. Janet agreed and further built on the idea by suggesting that the Louisville area Ohio Valley ICF leadership organize a dinner to provide an opportunity to meet with some of the local Ohio Valley ICF member coaches.

Kristen would like to include this volunteer opportunity, to represent the Ohio Valley ICF at the KY SHRM Conference in the upcoming renewal campaign. Jeff indicated that as soon as he receives more specifics he would share with Kristen for inclusion in the renewal campaign.

Jeff closed his update on the marketing grant by sharing that the other ideas that had been proposed to the ICF are still viable and the Ohio Valley ICF should consider pursuing further.

Kristen provided an update on membership. Kristen requested that if any of the board leadership had activities that demonstrated member benefit to forward to her for inclusion in the 2017 benefit renewal campaign. Kristen shared that February 28th will be the start of the membership renewal campaign. The campaign will target both un-renewed and unaffiliated members through an email campaign that will run through June. Kristen shared her appreciation for the developers of the past campaign materials. Kristen and Meredith will leverage these materials to deploy the 2017 campaign. Kristen requested that the board leadership let her know if they have ideas or reasons to talk with our membership. Kristen shared her intentions to keep in touch with members past the end of the renewal campaign and welcomed ideas. Janet brought up that the City Ambassador idea maybe one of those opportunities. Kristen mentioned that the idea of the City Ambassador program still needs some additional thoughts to determine how it will be executed. Kristen followed up by mentioning that there is also opportunity to engage with other local coaching communities in our footprint. Sandy mentioned she had business cards from the Cincinnati event in December. Sandy said she had the intention of sending something out but never did. Sandy said she would send the cards to Kristen and reach out to her about how to reach out to this population.

Kristen raised the request to buy into a membership to Send Out Cards. Kristen asked Meredith to share how the trial experience with this company was for sending out the Valentine post cards. Meredith indicated that it went well and learned that post cards take longer to mail and so in future mailings we will need more lead time. Sandra and Chris spoke up that they received their post cards on Friday the 10th and thought they were great. Kristen directed the Board leadership to the proposal to leverage Send out Cards to do future mailing campaigns. Kristen spoke to several of the highlights and analysis she completed and recommended we buy a membership and specifically requested \$422 be added to the 2017 budget to fund. Sandra said that she liked the idea of using services that our members may also use or get discounts. Chris believes it is a small investment that provides a great value to our members. Janet liked the idea that it is an investment in our membership and how we are communicating and spreading value. Chris made a motion to approve, Sandy seconded the motion and all supported.

Meredith spent a few minutes to explain the virtual filing cabinet she has set up through drop box. Meredith is able to share folders with the board leadership. Meredith requested that the board leadership reach out to her within the next 7 days to let her know what type of access they would like to the folders. The options are to have access to certain folders or if we wanted to send documents to Meredith she will file. This is a chapter folder if at some point Meredith becomes unaffiliated with the chapter the board leadership will still have access to the chapter folder.

New Business

Sandra provided an update on the MRAC 2018 conference. Sandra shared that the conference will be held in Pittsburg. The planning committee is looking for volunteers to participate and lead committees. Sandra indicated this volunteer opportunity could be shared in the membership renewal campaign. Janet emphasized that this is an opportunity for the Ohio Valley Chapter to be eligible for rebate funds from the conference but we must have members volunteer and participate on the committees.

Janet shared that she recently reached out to Tennessee ICF Chapter. This was another opportunity for radical collaboration and the result was interest in our programming and Janet learned more about organic growth. The Tennessee ICF Chapter would also like to leverage more virtually platforms like Zoom.

Janet shared that International coach week is coming up May 15-21st and is an opportunity for us to give back.

Janet shared that her and Sandra would like to bring back more ideas on “how do we connect businesses, coaches and clients” from the leadership conference in Poland.

Upcoming Meetings:

- The next OV ICF board meeting is March 14th from 11am-12pm EST.
- Global Leaders Forum March 23-26, 2017, Warsaw Poland
- ICF Converge - ICF invites the global coaching community to meet at the intersection of coaching and potential. Registration will open soon for [ICF Converge 2017](#), a first-of-its-kind global event for the coaching community. The event will take place August 24–26, 2017, at the [Marriott Wardman Park](#) in Washington, D.C., USA. This event was previously promoted as the ICF Global Convention. It will be the first large-scale global ICF event since 2012. ICF Converge is a dynamic global event designed to strengthen connections within the coaching community and offer cutting-edge learning opportunities.

Acknowledgements:

Chris acknowledged Janet again for facilitating a great meeting.

Advancing the Art and Science of Professional Coaching in Kentucky, southern Ohio, southern Indiana, and West Virginia

Our community exists to:

1. Connect prospective clients to highly qualified coaches in the chapter
2. Raising awareness and educating the community about professional coaching, the ICF, our chapter and our members
3. Providing a forum for members to network and collaborate
4. Offering exceptional learning and development opportunities for members to grow as coaches and increase business success