



# Board Meeting Agenda

New Mexico Chapter

8.07.10  
9:00 am  
Arizona Tile – Albuquerque

In Attendance:	Lela Martinez, ASID Laura Snapp, ASID Karen Lankford, Allied Member ASID Leah Best, ASID Meri Dawn Hyso LeDonna Shouse, ASID Gabby Martinez	President President-Elect Communications Director Financial Director Director-at-Large, IP Relations Professional Development Director Guest – Fall Trade Show Committee Chair
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9:00	Verification of Quorum Call to Order	Lela Martinez
9:05	Approval of July Board Meeting Minutes as Distributed via Email/ Connex <b>Approved</b>	Lela Martinez/ Karen Lankford
9:20	<p><b>Financial Report</b></p> <p>Budget/ YTD Comparison</p> <p>Leah distributed copies of Budget vs. Actual as of 8/7/10. We are working within our budget but have not realized some of the categories of income that we had previously planned on due to programs that were not implemented this year.</p> <p>Karen discussed the ability to connect a Paypal account to an Event Marketing application available through Constant Contact which seems to fit the needs of both the chapter and SFDW for the acceptance of credit cards with minimal fees.</p> <p>Fees incurred by SFDW credit card transactions will be the liability of SFDW and withheld from the funds set aside for them.</p> <p>Budget for Fall CEU (Covered by LeDonna in discussion on CEU Event)</p> <p><b>Membership Report</b></p> <p>Ivy was not in attendance. Membership Report will be given at next board meeting.</p> <p><b>Student Chapters Report</b></p> <p>Randy was not in attendance but Laura reported that the President of the Art Center is taking a Leave of Absence from school this next year and the President-Elect moved. The chapter</p>	<p>Leah Best</p> <p>Karen to get the systems set up this weekend and advise Heather with SFDW about the system and how it will work.</p> <p>Ivy Barnes</p> <p>Randy Smith</p>



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will be conducting a new election to replace these leadership positions once school is in session for the Fall.

Karen reported that she has heard there has been some reorganization of the Interior Design department at Santa Fe Community College and that there is a new faculty advisor.

### Website/ Newsletter Report

Karen reported that the excessive bounces that happened in June did not occur with the distribution of the July newsletter so everyone should have received their E-news. There were 42 unique opens (37.5%).

Next E-News will be distributed August 18<sup>th</sup>. Content Deadline is Friday, August 13<sup>th</sup>.

Items for inclusion:

- Watch for your Ballot / Announcement of Slate
- CEU Marketing
- Student Event Details

Karen Lankford will visit the SFCC and establish a relationship and communications line with the new department .

9:45

### Old Business

#### - Qwest Telephone Listing

Karen spoke to Qwest and was able to cancel the 2011 listing. However, because the current ad is in print in the directories released in January, the monthly charges for this year have to stay. Karen put a call into the advertising rep to see who had approved the renewal and ad in a hope to maybe get a discount for the remainder of the year as the current board was not aware of the expense. Karen turned the document she had over to Leah who is going to follow up on both charges being debited from the account.

Karen Lankford

Leah to follow up with both Wells Fargo and Dex regarding the charges that are being debited from the account.

#### - Nominating Committee

Ballots and Election

Lela advised that at this point it looks like we are going to be responsible for getting the ballots out and getting the nominating committee to sign off on them.

She just received her guide to the election process for her role next year as Past President. She will review and advise us how to move forward.

Lela Martinez

Lela to determine process for getting ballots out.

#### - August Event

LeDonna reported that everything is moving forward and set for the August 26<sup>th</sup> event at Lisa Samuel Design. She received 2 RSVPs from the previous E-News so we will send E-blasts the next 3 Mondays for that event.

We need a projector and screen for the presenter.

LeDonna Shouse

Karen to ask her office about borrowing the projector.

Meri Dawn will also inquire about the availability of a projector and/ or



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- **Student 'Grad' Event**

LeDonna reported that everything is set with Doc Savage for hosting the event on September 10<sup>th</sup> 5:30 - 7:30 . Need to include full event details in next newsletter followed by E-blasts each Thursday.

Need to contact graduates for displaying at event.

Need to locate easels for the students to use.

screen from AZT.

Karen to send e-blasts the 19<sup>th</sup>, 26<sup>nd</sup>, 2<sup>nd</sup> and 9<sup>th</sup>.

Karen will send invitation to display to the email addresses she had for the graduating seniors from the rooster. Karen will provide Laura with names so that she can cross-reference to identify any other graduates and get in contact with them. Karen will get names and contact information from Santa Fe Community College.

Everyone to try and secure some easels.

- **Fall CEU**

LeDonna shared copies of the budget for the event. Everything is set with the Hilton Santa Fe Plaza to hold the event. Contract has been reviewed by Rick Peluso at national and will just need additional wording added to one clause. LeDonna will discuss with Hugh, Director of Catering, on Monday. She has also submitted a copy to the insurance company.

Karen has secured a reduced rate for LeDonna to have a room on Friday night prior at \$119.

Additionally, she has a small room block for those needing rooms at the rate of \$161. 1 of these will be for the speaker and the hotel has agreed to upgrade this room at no charge. The remaining rooms will be held until Friday, September 3<sup>rd</sup>. Participants will present their own credit card and be responsible for payment of their rooms. ASID-New Mexico will only be responsible for the speaker room on Saturday night and LeDonna's room on Friday night.

Gabby has agreed to chair the committee to sell the vendor tables. Meri Dawn will help her as well. The pricing will be \$250 for IP Members and \$400 for Non-Members. We will have 2 45-minute segments for participants to interact with the vendors: Afternoon Break and Cocktail Reception.

Promotion/ Registration will go out ASAP once finalize between LeDonna and Karen.

LeDonna and Karen to coordinate finalize all details for inclusion in the Event Promotion. LeDonna to work out final pricing for each segment of the day.

A special e-mail format vendor invitation/ registration will be developed by Karen and sent to Gabby and Meri Dawn for sending out.

Karen to send the current IP Rooster to everyone so we can start talking to IP members as we interact with them.



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10:30

## New Business

- **Plan for Meeting with State Licensing Board on CEU credits**

Everyone that is able to attend the State Licensing Board meeting on August 19<sup>th</sup>. Karen to confirm time and advise everyone. Laura to contact Connie Hines for being added to their agenda.

- **Other Items**

LeDonna has been approached by Ferguson's in Albuquerque to hold the next mini-CEU event in November. They even have the presenter.

LeDonna to follow up with Ferguson on this.

Karen just asked that everyone be thinking about the following items for further discuss and ideas within the next couple of months.

-How to facilitate a stronger participation in Real World Design Week in November.

- Need for volunteers (most likely the board) at Santa Fe Design Week. The opportunities for helping include: Set up on Thursday evening, Tear Down after the luncheon on Friday, Ticket Taking at Luncheon, Attending the ASID Table at the Luncheon, Taking Tickets Friday or Saturday at the Home Tour for the 2 homes that are being shown by ASID Members. We can wear buttons identifying us as the ASID Board.

- Any way we might be able to get ASID information to the test takers following the NCIDQ at the Art Center. (i.e. Poster outside the door, tickets to attend the next ASID meeting, etc.)

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10:45

## Adjourn

Laura Snapp

**LeDonna moved to adjourn**

**Laura seconded**

**All in Favor**

**Next Board Meeting is Saturday, September 4<sup>th</sup> 9:00 am at Arizona Tile**

## STRATEGIC PLANNING MEETING

**Re-scheduled for Wednesday, August 18<sup>th</sup> at 5:30 pm at Arizona Tile**