

# Professional Members Retreat May 7, 2011

MINUTES

PRESENT:

Peter Liu, Roxanne Darling, Tyler Stratton, Tammi Hitchcock, Tara Coomans



## **I. Meeting Concepts: Frequency, Format,**

In an effort to create an event calendar that can be published publicly as well as better serve the community, members and club, it was decided that the event schedule throughout the year would be made up of three different types of events:

1. Community: these meetings remain free and open to the public. We will develop a particular topic and have speakers and presentations as appropriate. The purpose of the events remains to educate the larger community about social media opportunities and best practices. (X/quarter *Jan, May, July, Oct.*)
2. Professional Members: these meetings will be open only to SMCHI Pro members. They may via GoToMeeting or similar to enable neighbor island member interaction. During these discussions, the conversation will be elevated and the topic will be focused on practitioners. (*Feb, April, June, Nov*) - **June 20th will be the 1st Professionals Meeting in 2011**
3. Live/Tweetup formats: Designed to be open to the public and provide businesses with the opportunity to host SMCHI members and have a live case study for their business and SMCHI Pro members. These events may also be in support of sponsors of SMCHI. The December party will serve as a live tweetup. (*March, Aug, Dec.*)
4. Dec. 6th will be the **SMCHI Holiday Party at Hard Rock Cafe**. Professional Member Tyler Stratton has volunteered to assist the Event Chair with details and securing the date.

## **II. Professional Member Benefits/Support**

1. It was decided that a more formalized speakers bureau would appear on the website, those professional members wishing to speak publically on the topic of social media may take advantage of this opportunity. The development of this section is pending the selection/voting of the Technology Chair.
2. It was also decided that Professional Members would have the ability to run for the board of SMCHI and also have voting privileges.

3. Professional members at the table agreed to “Open the Kimono” a bit and share more with one another in the spirit of “If you get it share it.”

### **III. Sponsorship Plans + Committee**

1. Tyler Stratton volunteered to assist with sponsorships. Roxanne and Tara agreed to assist in the development of sponsorships.
2. Hotel Renew was discussed as a possible opportunity for overnight stays for neighbor island members. Also as a potential location for mainland speaker opportunity.
3. It was agreed that in addition to in-kind sponsorships, cash sponsorships would be developed and pursued to enable SMCHI to pay local and national speakers.
4. An airline sponsorship was discussed and tabled until the sponsorship plans are further developed.
5. We also discussed making live tweet-ups part of sponsorship programs.

### **IV. Neighbor Island Outreach Plan+Execution**

1. It was agreed by those present that neighbor island opportunities would be sought and developed.
2. As only 1 neighbor island representative was available for the conversation, it was agreed that this conversation would be on-going.

### **V. Official Board Members (Volunteer/Voting)**

1. All present agreed that SMCHI would use the KCSMC descriptions that are in BaseCamp will be used as basis for Official Board Roles.
2. All present agreed that those who volunteer for Official Board Roles will have access to BaseCamp.
3. All present agreed the following positions would be nominated and voted through the remainder of 2011:
  - a. President
  - b. Event/Awareness Chair
  - c. Technical Chair
  - d. Advocacy Chair
3. All agreed that Professional Members not present have an opportunity to submit their nominations in a forth coming online format.
4. Voting will commence online when the nominations are collected.
5. The following roles were nominated and will appear on voting ballot:

- c. For Technical Chair: Peter Liu
- d. For Advocacy Chair Tyler Stratton
- e. For Event and Awareness Co-Chairs: Tammi Hitchcock + Roxanne Darling
- f. For President: Tara Coomans