

2025 Planning Retreat Minutes 11/22/2024

11 NOVEMBER 2024 / 01:13PM / in-person at Halff Office

ATTENDEES

Lindi Miller (HNTB), Katie Story-Hogue (AFCO), Suzanne Peyton (LIT), Amanda Furr (Michael Baker), Kristen Spickard (Garver), Jessica Halbrook (Garver), Julia Phillips (BGE), Jill Marchese(Darragh), Claire Schoppe (McClelland), Katie Rutledge(Halff), Keli Wylie(ARDOT), Srishti Bhutani(Michael Baker)

Present attendees in BOLD

AGENDA

2024: Year in Review

- 4 Lunch Programs
- 4 Happy Hours *1NWAHH
- 1 GALA
- 2 Chp Check-Ins
- 2 Scholarships

General Feedback

- Member only event - AFCO tour
- Whole Hog Chp Check-In
- Conference

Committee Reports:

Membership - Julia & Claire

- 63 members
- +11 increase in membership
- +3 increase in student membership
- +8 increase in NWA membership

Finance - Jessica

- Income \$100K
- Exp \$119K
- NET \$18K
 - Gold Chapter, Annual Conf., Sustainable
 - 2023 ≈ Inc \$129K Exp \$122K
 - 2024 Advertising - \$1600 Act Bud \$6600 minus swag
 - GALA \$30K
 - Endowment \$50K

- Happy Hour \$6000 for 3 HH
- Insurance \$1200
- WTS-I- \$400
- Programs \$26000
- WTS Conference \$6000
- From WTSI Rebates \$3300

Communications - Kristen

- ??? attendance & event ad
- Improved planning
- Would like better scheduling
- Would like to work on showings
- Live Streaming -too much
 - set up Zoom call
 - testing w/venue & NWA staff
 - move to membership or programs

Programs - Katie R.

- 4 programs - attendance stable
- Livestream went well
- Keep Toolbox option

Outreach - Katie S.

- Original Tinkerfest option
- Polls/survey
- Members Only - work on ?? check in

Special Events - Jill

- 3 HHs, cosponsoring
 - Sullivan's - 20
 - Zin - Joint - 50+
 - WXYZ - 40+ w/ASPE

Scholarships -Amanda & Lindi

- Tracking update, contact information

Gala - Lindi

- 2024 158 meeting attendance

2024 GOALS

1. Increase attendance for Annual Conference
 - a. 2023 attendance = 2
 - b. 2024 attendance = 10
2. New Events
 - a. Members Only event in place of Chapter Check-In
 - i. AFCO Tour-May 16, 2024
 - b. Partnership Recognition event
3. Increase student membership.
 - a. 1 person to speak in class per semester
 - i. Julia spoke to UofA students on "Professional Skills" and talked about WTS??

2025 Planning

Committee Plans:

Membership - Julia & Claire

- 2025 Planning
- Target - Student Memberships & Expired Members
- NWA Expansion
 - U of A
 - JB Hunt (wants a seat at the table for NWA sub-committee)
 - Walmart (Nick Braddy @ Garver has more contacts to share with us)
 - XNA
 - Consulting firms - Olsson, CEI, Crafton Tull, Grubbs/UES still do not have any members
- Obj: Agency Partnership
 - Lindi drafting Agency Packages
 - Bring option to ARDOT/pricing
- ARDOT -Lorie, Keli, Jessie for advisement on engagement
 - Offer Zoom code to ARDOT

Finance - Jessica

- DRAFT 2025 Budget review
 - Look to reduce HH costs
 - Partnership packages need to priority \$115K target 2025
 - HH=\$3K
 - Prog = \$28K
 - Conf = \$6K
 - Breakfast =\$1K
 - Event Sponsor \$4K
 - Endowment =\$25K
- Need 2 POCs for each partnership
 - Add to spreadsheet
 - Auto letter send out
 - Kristen Data Merge

Communications - Kristen

- 6+ week for promotion planning
- Add Garver PR person to help w/social & editing writing
- Photo sharing
- GALA promo
- Insta, LinkedIn, Facebook, no more using X
- Sharing process - send to Kristen email
 - Members only reshare
 - Company promotion
 - Newsletter - subject lines

Programs - Katie R.

- Handout
- Panel Ideas
 - Toolbox - Leadership
 - NWA - Feb. 20 CEI -Safety ?? Users
 - Panel - Tudor, Holder, Peyton, ??
 - Clinton Airport

- Tech Option
- Venue – City Center?? Clinton Library
 - Food = \$30/plate
- **VOTE: Raise ticket prices – \$30/ticket**
 - **To assist in cost control**
 - **APPROVED**
- Reduce free seats for sponsorship
- NWA – venue options – CEI
- Ticket sales @ \$1000/program
- Stay with Thursdays

Outreach – Katie S.

- Duties:
 - TransportationU
 - Sharing social, outside events
 - Tinkerfest
 - Academies, ARDOT Women’s STEM
 - Member Meetup – April | rebrand chapter check in
 - x2 airport tour, ARDOT lab
 - Partner appreciation – July
 - Women’s legislatures

Special Events – Jill

- Only 2 – Spring & Fall
- Networking Events – Network Night/Business after hours/WTS Wind-down
 - Engineers Week Joint Lunch
 - Joint HH – AGC/ASPE
 - NAWIC/AACE
 - 50/50 for joint events
 - ASPE April 17- Aloft
 - Dust Bowl
- Annual Conf. May 7-10 Toronto

Scholarships –Amanda & Lindi

- Scholarship selection and communication plan
- \$25K Named Scholarship-HOLD for future discussion
- Keep @ 2 winners
- Increase \$1500/scholarship
- Factsheet for scholarship flyer

Gala – Lindi

- Vendors
- Videos scheduled
- Tickets
- Scripts
- A/V needs – Garver
- Gold and above – Gift Basket Items needed by January 17
- Attendees
- Platinum & above for corp. videos 20s – 1 min
- Target <2 Hrs.
- Working on

Administration Items

- By-Laws update and consistency
 - Allow for up to 12 Directors/Board Members

- Consider for Board Membership-Director At-Large
 - Sydney Dossier-Metroplan
 - Laura Long-Clinton Airport-Finance??
 - Hannah ??
 - Katie LeBlanc-HNTB
 - Srishti Bhutani Michael Baker- Outreach Communications
 - Katlyn - Garver
- 2025 Chapter Goals
 - NWA engagement
 - Increase Board Membership
 - Increase Chapter Membership
 - Increase Partnerships
- 2025 Calendar Dates-Programs, Board Meetings, WTS Afterhours, Member Meetup
 - Board Meeting 1st Thursday, starting January 9
 - GALA January 30
 - NWA/ASCE - February 20 HH
 - 3/13 Lunch Program
 - 4/17 WTS After hours/ASPE
 - 5/7-10 Annual Conference
 - 5/15 Members Meetup
 - 6/12 Lunch Program
 - 7/17 Partner President Pancake
 - 8/14 Member Meetup
 - 9/25 Lunch Program
 - 10/16 WTS Afterhours
 - 11/13 Lunch Program
 - NWA Event TBD - Q3
- New Committee-NWA Committee-HOLD for 2025 Board meeting discussion
- Board Term Changes-no changes at this time
 - Directors versus Chairs? Expand to the up to 12 Directors at large/Committee Chairs?
- Succession Planning for Board positions

Meeting adjourned at 4:25 PM