



## Northeast Region CSI, Inc. | FY21 Winter Virtual Board Meeting

Friday January 15, 2021 10:00 AM to 12:00 PM

### Build Strong Chapters through Communication and Collaboration

#### MEETING MINUTES

1. Call to Order – Time 10:04 AM
2. Introduction of Participants
  1. Boston - Bob McEachern - Absent
  2. Buffalo – Jim Grucella - **Present**
  3. Eastern, NY - Steve Van Hoose - Absent
  4. Hartford - John Robitaille - Absent
  5. Housatonic - Roy Olsen - **Present**
  6. Long Island - Paul Commesso - **Present**
  7. Maine Valerie Paquin-Gould - **Present**
  8. Metro NY - Bill DuBois - **Present**
  9. New Hampshire - Tom House - **Present**
  10. New Jersey - Heath Waldorf - **Present**
  11. Rhode Island - Absent
  12. Rochester - Lee Curtis - **Present**
  13. Syracuse - Tom Pratt - **Present**
  14. Vermont - Eric Lussier - Absent
  15. Worcester Steve VanDyke - **Present**
  16. President - Len Anastasi - **Present**
  17. Vice President - Ken Lambert - **Present**
  18. Treasurer -Ton Scriven - **Present**
  19. Secretary - Cynie Linton - **Present**

**Present - 14, Absent - 5**

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Additional Attendees: Terri Bracken, Cam Featherstonhaugh

3. Approval of Agenda: Roy made a motion to approve the Agenda, Tom H seconded it. The Agenda was approved unanimously.
4. Approval of Minutes, Winter FY21: Heath made a motion to approve the Winter Minutes, Tom S seconded it. The Minutes for the Fall meeting were approved unanimously.
5. Committee Activity
  1. **Audit Committee:** Roy Olsen (Board Liaison)
    - Roy: No report at present, the audit was completed by the previous meeting.
  2. **Awards Committee:** Joe Lobdell (Chair)

- Joe was not able to attend the meeting. Len stated that awards had been made and certificates were mailed out.
3. **Certification Committee:** No Liaison
- Len - We are still looking for a chair for the Certification Committee. The job of the committee is to promote certification.
4. **Conference Committee:** Marty Helly (Chair)
- Marty was not able to attend the meeting.
  - Len: Marty sent a report of the Conference Committee meeting that took place last week. The Region Conference will be postponed for another year, until 2022. Len stated that Marty suggested that we have the spring board meeting at the hotel in Plymouth. He asked if people thought they would be able to attend. A number of people said that they would not attend in person.
  - Heath suggested that perhaps we could have a hybrid meeting with small in person presence and that the people who could not be there would be able to attend virtually.
  - There was a question about whether the deposit might be in jeopardy. Len stated that he believed that there must be a Force Majeure clause in the contract and that therefore we would not lose the deposit.
5. **Finance Committee:** Tom Scriven (Chair)
- Finance Committee and Treasurer's report combined: Tom sent the Treasurer's Report prior to the meeting.
    - Balance Sheet: there have been no large expenses/the funds are relatively constant and as expected.
    - Cash Flow: We have been receiving the allocation from the Institute and our administrative expenses for website, liability insurance, staff salaries, and postage have left us currently at -2, 154.65. This aligns with the approved budget; a deficit was expected due to a smaller inflow without Chapter assessments.
    - 1099s were created and mailed out to Mike and Terri, and tax data was sent to the accountant.
    - Len asked if we should do anything with our investment accounts.
    - Heath stated that since had just recently adjusted the allocation of funds to lower our risk he thought we should not make additional changes. After further discussion it was agreed that we would leave the accounts as they are for now.
  - Membership is showing a drop since the fall, but it is not as large as we expected. Region membership went from 743 to 673.
  - The scholarship fund needs to be replenished. There seemed to be consensus that we should continue giving out scholarships and therefore should raise money for the fund. We discussed several ways to do this among them having manufacturers to contribute to the fund or organizing

an online auction. In the past the auction was the driver for the amount of money given out. The amount has ranged from \$600 to \$1000 per scholarship. Someone needs to take the lead to organize funding the Scholarship Fund.

- Finance Committee FY21 will meet in a couple of months to develop the budget for next year, FY22. The Finance Committee for this year consists of Tom Scriven, Tom House, and Marty Helly.

6. **Nominating Committee:** Cynie Linton (Chair)

- Cynie will contact Chapter Presidents re: Nominating Committee. This year we are looking for nominations for President and Secretary. Each Chapter President should appoint a member to the Nominating Committee.
- Jim Gurcella agreed to represent Buffalo on the committee.

7. **Outreach Committee:** Steve VanDyke (Board Liaison)

- Steve filed a report regarding the Chapter responses to the 8 question survey. From the report “The primary goal of the Outreach Committee is to identify ways in which the Region can assist the Chapters.” The responses from chapter to chapter did not line up and that there was no overwhelming consensus. Steve suggested that there are two tasks that we should take on per the responses in the report. The report is attached (again) with the meeting minutes, for reference.
  - Develop a list of goals that aid the Chapters.
  - Determine which things are Region responsibilities and which are Institute responsibilities.
- It was asked, if we had a list of specific tasks from the Chapters would we be able to do them?
  - Heath stated that we are doing some things the Chapters are asking for such as the marketing video.
- The topic of Twitter and social media generally was raised. Mike Helly helps the Worcester Chapter with their social media presence.
  - Heath commented that if the chapter leaders cannot use Twitter the members would probably (similarly) not use it. If the audience is not there it is not worth posting.
  - Cam: ~~We pay someone to do the social media for our firm. Perhaps we could get someone to manage social media for the Region? Some content could come from the Institute.~~  
**CSI already has a Facebook Page and Twitter account (and probably LinkedIn), so any Chapter or Region can follow and “re-tweet” or “re-post” the Institute posts. That actually helps us build a unified CSI and actually leverage the larger network through social media, a win-win.**

- Steve; This worth exploring.
- CDT training
  - Tom S: CDT training should be offered by the Institute for everyone.
  - Roy: The Institute should develop content for CDT courses.
  - Cam: This content is already available
  - Steve says what is needed is direct tutoring.
  - Neither Metro NY nor NJ currently have the bandwidth to offer CDT Prep classes.
  - Cam: The Institute cannot do CDT prep classes because there are Regions and Chapters across the country that have strong programs already and this would compete with/weaken those programs.
  - Len: We should see what we can do as the Region to help our Chapters with CDT prep. Perhaps individual chapters could take on one class. We have the expertise to do this.
  - Tom S.: Each Chapter needs to buy into a Regional CDT Prep Class.
  - Cam: It all ties together. ~~100 people take the CDT exam every year.~~ **Over 1000 persons annually that sit for the CDT.** CDT is attractive in the workplace and people are beginning to ask for it. Long term we can build community around certifications.
- Chapter Events/Program Information available to all Chapters
  - Steve: The Region can help Chapters by posting chapter's programs as seeds for ideas.
  - Len: The calendar is on the NE Region website – chapters can start by getting their program information to Mike Helly and he will post it.
  - Heath: Re: Other chapter's meetings/programs, should we charge \$5 or \$10 for nonmembers to attend?

There were differing opinions about this. If we have reciprocity to be able to attend each other's meetings. this would be a selling point.

- Len will look into having this as a Region policy.

## 6. Chapter Status / Issues

1. What can the Region do to help your chapter? See discussion above.
2. Future Leadership Recruiting
  - Len: We need to remind everyone of the importance of developing leaders.
  - Heath: Since we used to have leadership training at the Region Conference and we are not having the Region Conference this year, perhaps we can develop some sort of virtual leadership training events.

## 7. Marketing Support Administrator

1. Chapter Mailings/Mail list maintenance

2. Newsletters, etc.
8. Web Assistance
  1. Chapter Websites
9. Promotional Video
  1. The Committee working to produce this consists of Ken, Heath, Bill, and Len.
    - Ken: Randy Barth (Honce Oui Media Group) has completed about half of the interviews for the video, all of which were done on Zoom. He should be done with the remainder of the interviews by next Friday and the video should be ready for use by mid-February. 8 to 10 people agreed to participate in the video and Randy has said that the interviews are very good. There is no script – just real people talking about their CSI experience. The video does need to be reviewed by the Institute (Legal and Marketing). Cam notes **that it is his general understanding that Institute review is mostly for trademark protection.** ~~this is just for Trademark protection.~~
10. New Business
  1. Chapter Reports are due prior to the spring board meeting.
11. Board Schedule
  - Spring Meeting location/date - Virtual, TBD. It is expected that meeting will again be virtual. Len will send the information re: Date and Time when it is sorted out.
12. Adjournment: Motion to Adjourn was made by Roy, Bill seconded the motion. The meeting was adjourned at 12:01 PM.

Respectfully submitted,

Cynie Linton  
NE Region Secretary