



Board Meeting Minutes – April 14, 2022

Present: Trish C, Beth R, Tawnya K, Rebecca B, Carole V, Tabitha W, Elizabeth C, Cheryl T. Not Present: Jenny K, Monica R, Lynessa S.

- Trish C called for a special meeting of the Board to be held after the HCPC Monthly Meeting
- Carole V discussed the idea of putting testimonials on the website of how valuable HCPC is when members refer to one another.
- Trish C showed a flyer that had been put together by Cheryl T on the value of the sponsorships that we have – Meeting Sponsor, Breakfast/Coffee Sponsor and Business After Hours Sponsor. The cost of the sponsorships was discussed, as well as the time frame for speaking to membership at the meeting.
- Ultimately it was decided that the Breakfast and Meeting Sponsors would receive 10 minutes to talk, and the Business After Hours Sponsor would be given time to standup and let members know the date and time of their event. Cost for Meeting Sponsor will remain at \$75.00, and the other sponsors will not pay a fee.
- Carole V and Elizabeth C will collaborate on upgrading the current flyer we have which outlines the benefits of being an HCPC member. Some suggestions were making it a trifold? Putting it on card stock?
- The idea of inserting flyers into emails to the membership was discussed. Rebecca B indicated that Membership works currently does not allow that format. Elizabeth C may know of another platform we can use.
- Trish C would like to see more collaboration on the Board and less debate. We are on the same team and pulling together and positivity are key.
- There was discussion of limiting the collaterals on the tables to those who Sponsor each month
- After the flyer that Cheryl T is putting together about Sponsorships is approved by the Board, we will place them in plastic stands on each table at the monthly meeting. Elizabeth C stated that she may have enough of them that we do not need to purchase those.

Respectfully Submitted,

Rebecca Brooks, Secretary