

**MINUTES**  
**Society for Chemical Hazard Communication**  
**Board of Directors Regular Meeting**  
**Thursday, December 21, 2017**

**Board Members Present:**

Kirsten Alcock  
Michelle Baker  
Beth Bidstrup  
Paul Brigandi  
Atanu Das  
Beth Dederick, Chair  
Julia Diebol, Secretary/Treasurer  
Jennifer Mahoney, Vice-President  
Michele Sullivan  
Danielle Svestka  
Ann Thompson, President

**Board Members Absent:**

Darlene Susa-Anderson, Past President  
Bob Skoglund

**Guests:**

Doug Eisner, Arrangements Chair  
Lori Chaplin, Administrator, recording secretary

**Quorum:** Eleven voting members were present, and a quorum was established. The meeting was chaired by B.Dederick. The recording secretary was L.Chaplin.

1. **Call to Order** - Chair B.Dederick called the regular meeting of the SCHC Board of Directors to order at 2:32 p.m. (ET) on Thursday, December 21, 2017. The meeting was held using OpenVoice Conference Bridge.
2. **Agenda** - Motion (P.Brigandi/K.Alcock) to accept the agenda as written in the third version. Chair noted that Guest, D.Eisner was to join at 3p and we will take his report at that time and then resume.
3. **Approval of Minutes**
  - a. October 19, 2017 – Recording Secretary K.Alcock. Minutes were accepted as written.
  - b. November 16, 2017 Recording Secretary K.Alcock. Minutes were accepted as written.
4. **Reports of Officers, Boards, and Standing Committees**
  - a. **President's Report** – A.Thompson reported:

Trademark status. We have received two notifications but waiting on two more. There has been no information from the bureau that the Trademark was posted, but once it is in place we will need to implement changes to use the Trademark to SCHC's benefit.

**Action Item:** A.Thompson will follow up with law firm and provide the status by email to the Board prior to the January Board call.

Outreach Committee Chair Position. Renee Warner has been approached to fill this open position, with Beth Tanner serving in a mentor capacity.

The suggested Bylaws have passed. Comments were provided by a member regarding inconsistency in the use of all caps versus initial caps throughout the document and there were a couple of other formatting issues that we should take care of in any future update to the bylaws.

**Action Item:** A.Thompson to arrange posting of new Bylaws to the website and will send notification of adoption to the Membership.

- i) The proposed slate of candidates was received by the Board.

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**Action Item:** A.Thompson will follow up with M.Cohen (Nominating Committee) to clarify that the Past President position will not be on the ballot and to proceed with the election process.

ii) The draft Media Sponsor Agreement with Chemical Watch was discussed.

**Action Item:** A.Thompson will follow up with Chemical Watch regarding Board concerns and provide the status by email to the Board prior to the January Board meeting.

iii) The SCHC Speaker's Bureau Guidance document was discussed.

**Action Item:** A.Thompson will return the document to Outreach for revision and resubmission to the Board prior to the February Board meeting.

- b. **Vice President's Report** – J.Mahoney had no report, but requested that the Publicity/Marketing submission be decided on before the end of today's meeting.
- c. **Secretary/Treasurer's Report** J.Diebol updated the financial information. The Minutes from June through November 2017 have been finalized and will be forwarded for posting on the website. The end of month balance has been updated and the spreadsheet for November/December is forthcoming. There is an upsweep expected in light of the renewal period. The Capital One account was closed due to account ownership issues and the account not interfacing with QuickBooks, with funds transferred to the Bank of America Money Market Account. 1099 Forms will be prepared in January. P.Kreis and L.Chaplin continue to work on inputting financials in QuickBooks.
- d. **Chair's Report** – B.Dederick asked for clarification on the archiving of information, particularly email voting tallies, and discussion determined that such tallies are captured in the minutes and there is no need to keep further records.
- e. **Arrangements Committee Report** – D.Eisner joined the call and provided an explanation of the Fall 2017 hotel penalty. SCHC was assessed \$15,400 in penalties. This is a standard calculation by Marriott based on the contractual obligation. The obligation was 685 rooms, but allows for 20% attrition, which reduces it to 548. Our actual was 459 rooms, leaving us at 89 rooms short. We are allowed 1 comped room for every 40 rooms paid; so we were allowed 12 comped rooms; leaving us an obligation of 77 rooms at the conference rate of \$200/night.

**Action Item:** D.Eisner to contact hotel for Fall 2018 to implement the one-time room block reduction without penalty from 640 to 576 rooms.

**Action Item:** A.Thompson and D.Eisner to work together on email blast reminder of hotel deadline.

Motion (J.Mahoney) to amend the agenda such that the Publicity/Marketing Committee be moved up for discussion from 5a to 4f, adjusting agenda item 4f to 4g and agenda item 4g to 4h; passed by voice vote.

- f. **Reports of Special / Ad Hoc Committees - Publicity/Marketing Committee** – J.Mahoney reported on the A Media Marketing Plan Proposal. The August proposal was amended in October to include Newsletter preparation. It is the recommendation of the committee that we accept the Partial Management proposal for an 8-month period, incurring \$1400 - \$1750/month. The current cost for the Newsletter, prepared by m2 Design, is \$675/month. The contract can be canceled or adjusted with 30 days' notice, with the lowest level of support incurring \$1,000-\$1,300/month.

Motion (J.Mahoney; J.Diebol)to approve \$17,000 in calendar year 2018 for A Media Marketing to implement the plan at partial management level with, at minimum, newsletter support for eight months.

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Motion (J.Mahoney; A.Das)to table prior motion to a special meeting, with request for assistance in determining metrics basis; passed by voice vote.

**Action Item:** P.Brigandi, A.Das, B.Dederick, D.Svestka, J.Mahoney to work with committee to identify metrics for determining success of marketing efforts before proceeding with discussion and vote on acceptance of contract.

g. **Social Media Committee** – time did not permit.

5. **Unfinished Business and General Orders** – Time did not permit.

6. **New Business** – Time did not permit.

7. **Adjournment**

Motion (A.Thompson; A.Das) to adjourn; passed by voice vote. The meeting adjourned at 4:05 p.m.ET.

**Next Meeting:** Thursday, January 18, 2018 – 2:30 – 4:00 p.m. ET (Recording Secretary: L.Chaplin).

**ACTION ITEMS**  
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<b>Action Item</b>	<b>Responsible Party</b>	<b>Target Date</b>
Report on status of trademark	A.Thompson	Before Jan. BoD Mtg
Post Bylaws on website; send email blast to membership re same	A.Thompson	Before Jan. BoD Mtg
Advise Nominating Committee to proceed with Ballot	A.Thompson	Jan.
Contact Chemical Watch with proposed Contract revisions	A.Thompson	Jan.
Revise and resubmit Speakers Bureau Guidance document	Outreach	Feb. BoD Mtg
Contact Hotel to reduce room block for Fall 2018 meeting	D.Eisner	Jan.
Send email reminder to members of room cutoff	A.Thompson/D.Eisner	
Determine metrics basis for marketing efforts	J.Mahoney/P.Brigandi/ A.Das/B.Dederick/D.Svestka	Before Jan BoD Mtg.