

Meeting Minutes – Secretary

Informal Discussion as folks were arriving.

Forecast dinner feedback:

- Suggestion not to pay for speakers
- Amber is conscious of how much she was paid and wants to make sure we are thinking about costs
- Pam: A lot of last minute tickets
- If we could spend more money, it would be cool to show the speakers on the side screens
- Time between ushering into ball room and actually starting speaking was a positive feedback
- If the program finishes early, let people continue talking
- Interest to be a speaker is usually very high, let's leverage this
- Provide ground rules for sponsors and speakers
- What do we do to solve the ½ or 2/3 full tables?
- What about people who just want to do networking? Then give them an open seat.
- Great that we had so many people from the board (or volunteers) at touch points – direction provided. People really appreciated that. People feel welcomed.
- Not many senior people at local organizations. We should reach out directly.
- Possibly include a VIP session before to attract higher level personnel
- Advertising? NPR
- Potentially include a local speaker – someone who is high level at the business level (Amazon, Microsoft, etc)
- Two speakers is a good number, three is too much
- Thursday is a good day of the week
- Do we want to have an after party
- Better ways to have feedback taken
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Open meeting:

- Bring us back after the first half of the year, re-set our intentions and our goals
- We have about four months to define clear and precise goals that we can achieve
- What do we want next year to look like? Same roles? Different roles? What should the committees be working on.

Meeting officially called to order at 12:47

- Matt moved to approve minutes
- Alan seconded the approval
- Motion was passed

Project funding (Dylan):

- Ethics in Finance – approved additional funding in the budget for this this year
 - Continuation of an existing project
- Brand Marketing – lots of questions answered at the Las Vegas conference
 - Engage with Contravent – helps us not be the ones figuring out marketing
 - Dylan had some conversations with them and they are still putting their marketing campaign together
 - Seattle society doesn't have to do anything specifically with funding or proposals, it all gets handled through CFAI
 - Tech team will help track progress here
- Gender Diversity
 - Sherrie has made a lot of progress here, but she is pretty far along so we don't need a ton of funding

- Next Spring's Private Wealth Mgmt Conference
 - Still need to work with Institute on this. What are they going to get out of it, what kind of financing are they going to contribute
 - Trying to reach the other side
 - Do we want to bundle the events into a package to try and make it free by bundling forecast dinner and Private wealth conference
 - How can the institute support this initiative
 - Fundraising pow-wow where we aggregate our sponsor list and then make sure we tell them about all the opportunities they have to engage

Conference report out:

- Women in investments – gender diversity
- Coordinating to host a one day women in investment summit

Role discussion:

- President
 - Filling open positions
 - Project funding
 - Society documents – improve these
- Networking Committees
 - Wanting to do have head shots again next year
 - Maybe another social
- Research challenge
 - We have judges set for April event
- Treasurer
 - Focus on the investment committee – we need to prioritize this next year and Olga is eager to get on top of this after wrapping up the budget
 - This should be easier for next year
- Secretary
 - Year-end report, bylaws, and packets with board meetings
- University Relations
 - Volunteers are adequate
 - Probably not going to be able to facilitate study groups
 - No live review course
 - Have had two university visits this year
 - Trying to work on stream lining the review course process
- Executive director
 - Focus on more than just the forecast dinner
- Operations director
 - Supporting committee, making everything seamless
 - MemberNation
 - Other work with forecast dinner and event planning
- Programming
 - Volunteers
 - Working with Advocacy
 - ****Tangent on social media. Just limit this to LinkedIn and Twitter not facebook****
- Advocacy
 - Jorge is new – and from Peru, where society was very important part of establishing good advocacy
 - Idea to have a roundtable with senior level executives about what people are doing within their firm – create a forum
 - Not as an event, but something more exclusive or private

- Something before work potentially
 - 5 CEO's and 5 CIO's – discuss culture and how you bring CFA into your group
 - Phil & Jorge will be working together on this
- Book Club
 - People enjoy these events but very low level of attendance
 - Potentially going to cancel this
- Marketing
 - Volunteer from Alan's team
- Social
 - Host more events
- Technology
 - Track the traffic better
 - Trying to improve website usability
 - Trying to create more links between newsletter and website
 - We want to improve the website interaction without creating too much work for the member
- Women's network
 - One of the newest committees
 - Already have had two good events
- YPN
 - Finalize volunteers
 - Host a professional night
 - This is a great way to attract other volunteers

Random ideas:

- Portland Board Swap
 - Potentially the research challenge day?
 - Invite CFAI?
- CAIA is opening up a chapter in Seattle
 - Potentially offer a discount for FPA?
 - Pam will wait to hear back from Dylan

Meeting adjourned at 3:05