

NJ ASID Meeting Minutes

April 5, 2018

2:00 pm - 4:30 pm

Location:

Kitchen Elite

623 Central Avenue

Westfield, NJ 07090

The President called the meeting to order: 2:08 pm

Roll Call: Joan, Elliot (via Zoom), Celeste, Katie, Bruce, Sandy, Anna Maria (via Zoom), Val (via Zoom), Holly & (Administrator, Tara Pazinski)

Motion to approve February & March Minutes roll call was made, seconded and approved.

President's Report:

Financial Report:

- Finances healthy, dues from National came in, bank reconciliation complete
- Discussed QuickBooks training by Proficient Accounting in Long Branch for Finance Director and Administrator. Finance Director made Motion to proceed, roll call, all in favor - President and Membership Director will participate as well
- Discussed emptying secondary storage unit in Franklin Lakes

Directors Reports:

At-Large:

- Community Service approved letter for New Hope Behavioral eBlast to go to IP's
- Legislative - Looking at an additional co-chair for committee waiting for response, still waiting on the 2 others
- DEA actively seeking sponsorship

President-Elect:

- Design Expo (Trade Show) Discussed contracts to be signed, prices last year, budget
- Robo Call - Automated call of pre-recorded message from President-Elect to go out to membership for event reminder/ sign-up encouragement.
- Discussed sponsorship 2018 offers
- Discussed changing Chapter Procedures to detail role of additional Design Expo (Trade Show) Co-Chair to be filled by a design practitioner and redefine specific role of President-Elect as respects Design Expo Committee. Goal being to alleviate demands on PE time.
- Chapter Survey - PE needs questions from all Committee Chairs - Directors to ask Chairs, questions to go out to membership.
- Discussed adding Line item in Trade Show for graphics, \$500 to create event 'logo' and cover payment for licensed graphics/images based on event theme.

Professional Development:

- Programs: Bokara - BoConcept (S4D) - April 25th & 26th, 10am-12pm, not CEU, May 4 Coalition, May 15 S4D at Kitchen Elite, July 12 Mid Summer Soiree (Pick Your Booth),
- NCIDQ Prep and AD Bus Trip events were successful

Communication:

- Newsletter - Blueprint Magazine - Distribution to the Chapter, Membership, IP's. Communications Director suggested to send info to all designers of NJ, Members or not, to add an Index page of IP's in back of each issue, send out a separate spiral directory of all IP's to be sent once/year (was presented and approved last year).

Marketing:

- Design Experience - Promotion complete, design NJ magazine ad in, discussed strategies to get people to the trade show: IP's with booths give complimentary pass to designers they do their own marketing to advertise to their email list, social media, reach out to non-ASID members, send list of interior designers a Blueprint magazine, IIDA, IIA and ASID NY Metro Chapter, put ad in design NJ

SRB:

- Career Day - Discussed idea learned at SCALE in LA - doing a speed dating-style event with the company's that are hiring (IP's, Designers) and students. Students bring resumes, "date/interview" an IP for a few minutes and leave their resume with the IPs
 - Career Day - Mid October, Location: Brookdale Community College

New Business:

- Discussed forming a Website Committee - Terri Bresin volunteered to be on this committee
- Suggestion for an NJ ASID Chapter App, contact info for Designers, IP's and events with link to Eventbrite, appoint a Chair
- Discussed hiring Isabelle Lanini for a full or half day of her time to train regarding Trade Show and other areas needed
- Discussed getting students to help/assist at Trade Show

Next board meeting: Monday, May 7th via ZOOM at 4:00 pm

Adjournment: 4:25 pm Motion to adjourn was made, seconded and approved