



MEETING MINUTES

Pennsylvania Highlands Chartering Chapter Officer's Meeting

Location: Conference call

Meeting Date: July 24, 2019

Start/End Times 8-9 PM EST

Attendees Present

- Erika Hough
- Ryan McCracken
- Angie Singer Keating
- Cathy Torok
- Matthew Becker

Items for Discussion

- Officer transitions- individual meetings for transitions
- Nathan/Dustin Membership Chair may need to be better defined role within the chapter
- Discussed sponsors and possibility of creating levels of sponsorship, agreed that new sponsors would pay pro-rated by quarter depending when they join
- Scholarships were brought up and more planning will take place for this in the future, including fundraising ideas, and a call will be scheduled with Kevin McCracken
- Marketing and social media presence were discussed, including the possibility of using Twitter, Instagram, etc. to try to increase exposure
- A local Chamber of Commerce is having an IR event September 18, we will try to promote the chapter there
- A local industry event is scheduled for October 9 called "Link-Up"- our chapter will plan to set up a booth at this event

Action Items

- Matt to check with Sheetz on using their corporate office for our next speaker event
- Angie to talk to PSU Altoona about using their campus for future events
- Ryan and Cathy to work on marketing options
- Matt and Erika to coordinate on maximizing membership website use
- Schedule a call with Kevin McCracken regarding scholarship ideas
- Officer transition individual meetings
- Ryan/Cathy will talk to Snyder Downs about speaking engagement at our next event

Next Meeting date, time and location:

- The next chapter meeting will be members-only September 4 at Marzoni's in Duncansville
- The next event with a speaker is tentatively scheduled for November 6, speaker TBD