CSHRM BOARD OF DIRECTORS ANNUAL RETREAT MINUTES

Location: SLO and Zoom
Date: June 8, 2026
Time: 9:00 a.m.

In attendance:

Barbara Caulfield, Cassandra Valdivia, Chandra Bealey, Erin Weeden, Julie Song, Karen Frisella, Kathleen Lozano, Mark Field, Rebecca Lowell, Esq., Sandy Bryant, Sonia Atilano, Thomas Viall

Absent:

Duyen Tran, Emily Albanese, Mary Kusber

Call to order

Rebecca called the meeting to order at 9:19 a.m. on June 8, 2026.

Approval of minutes from last meeting

****Approved by the board. None opposed.**

Education

MCLE Certification

- Should have certification by the next conference.
- Will have 2 webinars which will have sessions that will count towards the certification.
- Need slides and outlines of the presentation in advance.

Webinars:

- August 2026 with Angela Peachy from Hawaii
- July 2026 with CHA
    - Overview of hot topics
- January 2027 with CHA
    - Employment law for non-experts
    - Discharge competency for decision making.
- Others:

- Of note: Many who have approached CSHRM with topics want large sums for speaking.

SLO

- There are discussions with SCHARM around doing another wine tour and advertising this event as a “fall fest”.
  - Previously held an event and had a speaker who talked about safety concerns in the wine industry.
- Topic discussion:
  - Employment law-Not a primary focus but often there are concerns and areas with which Risk Managers deal.
  - Need to consider our audience and address a variety of topics including possible provider concerns.
  - Risk management 101-There is constant staff turnover.
  - Mental Health is constantly changing.
  - In general there is commonly one topic. Title can be broad and attract individuals from different fields.
  - Question: Do we host with SCAHRM? There has been some discussion.
    - Need to get a Safe the Date out by end of August.
    - **Action Items:**
      - Tom with SCAHRM to connect with the team.
      - Kathy to connect with Tom. Determine interest and feasibility of merging these events.
    - Need sponsors for the SLO event.
      - $5298-cost for lasts year.
      - Under funded by $548.
      - With 20 paid attendees.
    - Possible dates:
      - On 11/20 hotel would only have a 20 person room available.
    - Topic discussion:
      - Holly Leigh: Proposed a topic. Need to review her proposal. Presentation is about personal experiences with her daughter’s health journey and allegations of child abuse were noted in the chart. Goes over the history of how it started including recent “What about Mya” case.
        (i) Heavy topic
        (ii) Needs to be balanced
      - Do as full day topic at the conference possibly around child abuse.
      - Additional discussion:
        (i) There is reluctance to report, most will send case to a SW.
        (ii) There is immunity.

        (iii) However, MDs have been persecuted for reporting.
    - UC settled a case similar to the Mya case.
        (i) Kendra Ramada would be a great speaker.
- Usually have 5 sessions for the November conference.
    - Erica Franks from CHA-has a colleague in mental health, Dr. Myer, Dr. Kraus.
    - Consider having an employment angle as well.
        (i) Need to tie the topics in to be able to sell to sponsors and potential attendees.
- Title brainstorm:
    - Everyone is handling resources in an ever-changing HC landscape.
    - Mental health in the age of reduced resource.
    - Working harder with less. ****Conference title approved by the board, none opposed.**
        (i) Mental health
        (ii) Employment law
        (iii) Limited resources with defense counsel
        (iv) Dos and Don'ts around texting for providers. Best practices
        (v) AI impact
- **Action Item:** Kathy and Chandra to work on a budget for presentation at July meeting.
    - Set up rooms for a weekend. Offer event
- Dates:
    - November 5-6. ****Dates approved by the board, none opposed.**
    - SCAHRM would do event on Saturday.

Communication

- Starchaper cost increased to $2178 last year and is increasing.
- Changing hosting:
    - Starchapter has been good for a variety of options.
    - Would have to do a lot of work to set up a new banking portal.
    - Discuss in fiscal year 2027-28 a review of website hosting options with recommendations.
- General website maintenance:
    - Nothing has been cleaned up.
    - Need a person in charge of the website.
    - Jon Corr was the keeper of the Website.
    - **Action Item:**
        - Sonia will resume Communications Chair and take on primary website maintenance with Cassie; Kathy and Sandy.
- Additional website actions needed:

    - Collect corporate logos to add to the website.
    - Learn how to add tickets to websites.

- Action Items:
    - Hold Website development subcommittee meetings.
    - Purpose: Look at website together for knowledge gaps and to define desired look and functioning.
    - Set up a meeting with Starchapter for education.
    - Add to Agenda for July:
        - Review the Starchapter subcommittee status at meeting.

- Newsletter
    - Sonia and Cassie will develop for the year.
        - Add job opportunities.
        - Decision points: ****Board approved. None opposed.**
            - Cadence: Quarterly.
            - Add newsletters to Star Chapter for review.
        - Content for next issue:
            - Profile our new board members.
            - A thank you to Chantal and Jon for their many years of service.
            - Include: Save the date for Annual Conference and SLO: March 10-12, 2027; November 6th.
            - **Action Items:**
                - Karen to update the application for speakers.
                - Chandra and Kathy to include a sponsorship goal in budget for SLO.

Sponsorship

- Barbara as sponsorship chair, needs to delegate responsibility as board president.
- Currently Barbara and Mark.
- Description of Sponsorship work involved:
    - Work off a spread sheet and email former sponsors
    - Had 35 sponsors last year and 33 the previous year.
    - There was a decrease in per sponsor revenue.

- Call for board members to join the Sponsorship committee:
    - **Action Items:**
        - Julie and Sandy to help.
        - Barbara will train this year and plan to turn over next year when she is chapter President for 2027.

- Raised $74,500 last year from sponsors.
- Trends noted:
  - Sponsors were interested in swag.
  - Need to come up with fun things for them to sponsor.
  - Lower levels were not popular.
  - Swag ideas:
  - Wine glass, portable power banks, CSHRM pin,
  - Embossed notebook and pen.
  - **Action Item:**
    - Add another swag level.
    - Define the sponsorship levels for review at the July board meeting.
- Sponsorship analysis of what went well and consider as a board what would appeal as swag.
  - Some levels do not come with conference ticket.
    - Should we include a ticket with all levels and increase cost?
  - Need to make sure we are ensuring there are as few barriers as possible to payment.
  - Side note discussions:
    - $3028 were paid in transaction fees.
    - Consider ACH (Bank to Bank transfer).
      - **Action Item:** Chandra to research and bring back to July meeting.
    - Cassie now has full Canva suite with additional options for signs and brochure. Paid $150.
      - Reimburse Cassie $75 for Canva. ****Board approved, none opposed, Cassie abstained from the vote.**
      - **Action Item:** Cassie to submit receipt from purchase.

Membership

- Got a email from Wray Ryback a new member asking about a possible student membership level.
  - Board discussion around a possible Students membership.
    - Decision: Add a student membership for $20.
    - Requires the applicant to register with their school email.
    - Includes free webinars.
    - Considered a discount on the in person conference.
      - Decision: Include access to conference materials at the end of the conference.
- Student membership and benefits ****Approved by the board. None opposed.**
- Overall membership discussion:

- Target HC facilities.
- Need an analysis of our current members.
  - **Action Item:** Cassie to present analysis at July board meeting.
- Missing central coast members.
- Considered introductory membership rate? ****Board voted unanimously against an introductory membership rate.**
- Target Magnet hospitals.
- Need to be able to update information on StarChapter for members.
  - **Action Items:**
    - Keep on agenda for July to review StarChapter subcommittee progress.
    - Add membership sponsor opportunities.
  - Need to add a membership option.
- Consider a referral program recruit a member and get…
  - Add a "referred by" field to the registration.
  - Consider a raffle at the conference.

- **Treasurer**
- May 2025: Balance of $114,000 with an ending balance of $118,000
  - CD: $32,000
- All but 2 checks went through, they were smaller checks.
- Paid the deposit for the retreat for November 2026 of $1,300
- $5,000 Napa conference deposit has been requested.
- Discussion:
  - We have had a balance of about $100,000 yearly. Do we want to start spending down the balance.
    - $30,000 was intended to be the buffer.
    - Now it is now $80,000.
  - Decision point: Should we move away from a checking account?
    - Do we move to a money market account and can take money out as needed.
    - CD gets about 3-5%. Renew the CD every 7 months to get the highest interest.
    - We have $118,000 in the checking account should it be moved?
  - Additional questions and discussion:
  - What is our highest liability?
    - Roughly $10,000
  - Our forecasted expenditures have been met over the year.
- Decisions:
  - Manipulation of the CD every 7 months needs to be changed.

- Movement to money market is more reasonable and can write checks on it.
    - Note we have negotiated $80,000 cancelation fee for the annual conference.
- What would be spend the amount on?
        - Look at how we sponsor our events and potentially use some of the money for those events.
        - MCLEs are an additional cost and could be a good contribution.
    - Recommend a buffer of $90,000 which is the max required to pay for the conference.
        - Action Items: ****Approved by the board. None opposed.**
            - Move all funds to a money market fund when CD comes due.
            - Keep the balance no lower than $90,000.
            - Chandra to review burden and options for a Money Market fund. Will bring back to the board additional information in July.
                - Of note: CD comes due in October.
            - Dues: Keep at $99.

2026 Projects

- Board rules and responsibilities. Approved November 2025 and updated.
- Bylaws updated and approved last year. Check with Duyen on their location.
- Include in the newsletter where board rules and bylaws are available.
- Coordinate with other chapters.
    - **Action Items:**
        - Rebecca to reach out to ASHRM around other chapters.
    - Discussed: Healthcare association for LTC facilities. MGMA. CA ambulatory surgery association. (CASA). HCCA-Compliance doing a conference in Phoenix in 2027.
        - Consider being a conference sponsor for other organizations/conferences.
        - Case by case, review with the board.

2027 Conference

- Marriott conference contract has been signed with $10 per room increase. Plus taxes and parking. Waives resort fee.
- There were challenges with getting all of the speakers sign up for rooms timely.
- New hotel contract with Marriott has been signed for 3 years.
- Requires a separate AV contract.
- Cost of conference: ****Board approved. None opposed.**
    - No increase: Keep at $550 and $675.
        - Theme: "Doing More with Less"
    - No early registration, no one signed up early.

- Will decide about the after party as the conference comes together.
    - Cost is flat.
- Conference refund policy: ****Board approved. None opposed.**
    - Full refund up to 30 days by email request by midnight in advance and then can get credit for the following year after.
- Social media:
    - Selfie corner at the conference.
    - Create a "#" for the conference.
    - Sponsorship opportunity with the selfie backdrop.
    - Develop social media presence.
- Theme for 2027 conference: ****Board approved. None opposed.**
    - Risk does not take a vacation: Beach theme
- Doing a golf tournament: Jon Corr is coordinating.
    - John from TDC will sponsor.
    - No money back for bad weather
- Pre Conference Risk 101:
    - **Action Item:** Sandy to flush out ideas and develop a proposal for July board meeting.
    - 3 hours/half day of a mini course.
    - Might not have AV in the room, AV is typically being set up.
- Discussion around options for the conference.
    - Decision develop a membership poll around interest in:
        - Golf tournament; Chair massages; mini course.
    - Set up a time for chair massages.
    - Have reception to start right after the sessions end, there was a delay last year.
        - Have reception start at 5pm.
- Call for speakers:
    - **Action items:**
        - Send out end of July, apply by September 1st.
        - Will send personal email invitations for common speakers.
            - Discussion around ensuring there is variety and not the same speakers every year.
        - Kathy is updating timeline for ownership of conference duties.
        - Need to send CE paperwork as soon as we have the agenda.
            - **Action item:** send by 12/31/2026

Elections

- Send out call for board members in January and plan for earlier elections.
    - **Action item:** Add to August board agenda to readdress the election during the meeting

Additional conference discussion

- **Action items:**
    - Add Swag discussion to Board meeting agenda on 7/8/26.
    - Add to timeline 10/14/2026 to finalize the agenda.
    - On 11/1/2026 post the session titles on the website.
    - Bring a list of current conference supplies for next year for next meeting.

Conference improvements

- MCLEs will be more streamlined.
- Food was not great. Discussed with catering manager.
- Stuffing bags the day before went well.
    - **Action Item:** All swag needs to be there day before.
- Have 80 water bottles without logos. Keep for Slo. Can get sponsor stickers possibly.

Electronic evaluations

- Determine if we can do through Star Chapter.
    - **Action Items:**

      (1) Chandra to review StarChapter survey options. Do have a send a meeting survey option.
    - Karen to find out the minimum requirements for evaluations.

Attendance

- Scanned QR code on badges for sign-in at SCAHRM. Module through Cvent.

Kudos

- Shout out to Erin as Past President and coordination at Conference!
- Updated conference materials.
- Jon's long tenure on the board.

Adjournment

Rebecca adjourned the meeting at 2:38 p.m.
Minutes submitted by: Cassie Valdivia