

NEBRASKA/IOWA CHAPTER of ASID

BOARD MEETING MINUTES

November 13th, 2025 – 11:00 AM – Via Microsoft Teams

ATTENDANCE:

TITLE	NAME	PRESENT OR ABSENT
President	Brianne Wilhelm	Present
President-Elect	Nikki Diamantis	Present
Financial Director	Robyn Petersen	Present
Communications Director	Nikki N. Klugh	Present
Director At Large	Susan McMannama	Present
Membership Director	Amanda Chaney	Present
Professional Development Director	Diane Luxford	Present
ASID NE/IA Administrator	Kasey Sterling	Present
Student Representative to the Board	Alexis Gross	Present
Industry Partner Observer (National level)	Mike Kruger	Present

CALL TO ORDER

President **Brianne Wilhelm** called the meeting to order at *11:00 am* and confirmed that it was the second board meeting of the fiscal year and the first virtual meeting.

ROLL CALL

The following board members and participants were in attendance:

- Brianne Wilhelm – President
- Nikki Diamantis – President-Elect
- Robyn Petersen – Financial Director
- Amanda Chaney – Membership Director
- Nikki Klugh – Communications Director
- Diane Luxford – Professional Development Director
- Kasey Sterling – Chapter Administrator
- Alexis Gross – Student Representative to the Board
- Mike Kruger – Industry Partner Observer (National level)

Additional members joined throughout the meeting due to minor technical issues.

Mike Kruger noted he would observe until 01:30 PM.

APPROVAL OF AGENDA

A motion was made to approve the agenda with a minor amendment clarifying the fiscal year for financial decisions.

Motion: Approve agenda as amended

Seconded: Yes

Motion Carried

APPROVAL OF PREVIOUS MEETING MINUTES

Minutes from the October 2025 board meeting were reviewed.

Motion: Approve meeting minutes as distributed

Seconded: Yes

Motion Carried

No further comments or revisions were requested.

FINANCIAL REPORT

Administrator **Kasey** provided the financial update:

- Checking Account Balance: **\$16,953.24**
- Total chapter funds: Approximately **\$190,000** (accessible via grant request)
- Discussion on adding **QuickBooks** subscription for financial management
- *Clarification:* ASID NE-IA is a **501(c)(3) not-for-profit**, not a charity; sponsorships are business expenses, not tax-deductible donations.

ACTION ITEMS

1. **QuickBooks Account Setup**
 - Motion to establish a QuickBooks account
 - **Seconded and Approved**
2. **Retain CPA – Riggs & Associates**
 - Motion to retain **Gary Riggs** for tax filings and Form 990
 - **Seconded and Approved**
3. **MailChimp Subscription**
 - Motion to approve monthly MailChimp fee of \$26.50

- **Seconded and Approved**

WEBSITE TRANSPARENCY: POSTING MINUTES AND FINANCIALS

The board discussed increasing transparency by sharing documents on the chapter website.

Motion: Post meeting agendas, approved minutes, and financial reports publicly on the chapter website.

Seconded: Yes

Approved

SPONSORSHIPS & FUNDRAISING

Brianne provided updates:

- Current sponsorships secured: **\$12,250**
- Goal for FY: **\$40,000**

Board discussed:

- Engaging more sponsors, especially those with regional presence
- Expanding outreach to both Nebraska and Iowa firms
- Encouraging board members to identify and cultivate sponsor leads
- Leveraging newsletter and social media visibility for sponsor recognition

MEMBERSHIP ENGAGEMENT

Key points discussed:

- Only **19 Iowa members** currently active
- Need for more programming and touchpoints in Iowa
- Proposal: Host events/CEUs in Nebraska *and* Iowa
- Develop a communication strategy targeted at Iowa-based designers

Design Mind Groups

- Amanda introduced **Design Mind Groups**, small interest-based communities to foster connection.
- Proposal to create an **Iowa-specific Design Mind Group** to address geographical gaps.
- Plan to advertise the group to Iowa members directly.

COMMUNICATIONS & SOCIAL MEDIA

Led by **Nikki Klugh**:

- Plan to highlight new board members throughout the year
- Development of a master spreadsheet for content organization
- Request for support accessing and managing the ASID Nebraska–Iowa Facebook account
- Proposal to use “Happy Holidays” messaging in upcoming posts
- Continued push for consistent newsletter content
- Clarification from Administrator: All photos used must include proper credit

PROFESSIONAL DEVELOPMENT & CONFERENCE PLANNING

Diane Luxford provided updates:

- Need for venue space and speakers for upcoming conference
- Desire to secure in-person speakers rather than virtual
- Susan recommended reaching out to Carolyn Sutton PR for CEU options
- Sadie Anderson offered to help with CEUs
- Board discussed a potential **December holiday party**, with suggested venues including:
 - Ferguson
 - Regency Lake & Tennis Club

SALES TAX & LEGISLATIVE ADVOCACY

Discussion led by **Brianne Wilhelm**:

- Potential new state-level sales tax requirements on interior design services
- Need for clear guidance and legal interpretation
- Plan:
 - Survey membership to understand current invoicing/tax practices
 - Ask National ASID for guidance
 - Communicate with IIDA advocacy lead
 - Consider hosting a session with a state tax board representative (similar to prior California experience)

CLOSED SESSION

Went into closed session to discuss decisions made by 2024 Board of Directors.

NEW BUSINESS

None beyond agenda items.

NEXT MEETINGS

A check-in meeting between Brianne and Kasey was scheduled for:

Friday, November 21, 2:00 PM CT / 12:00 PM PST

Platform: Microsoft Teams

December Board Meeting:

Monday, December 8, 12:00 PM CT / 10:00 AM PST

Platform: TBD

MOTION TO ADJOURN

Motion: Adjourn the meeting

Seconded: Yes

Motion Carried

The meeting adjourned at *03:00 PM*

FOLLOW-UP ITEMS:

Responsible	Action Item
Brianne & Kasey	Follow up on ASID email and OneDrive access issues
Kasey	Set up a QuickBooks account
Kasey	Set up a MailChimp account
Kasey	Post agendas, minutes, and financial statements on the website
Communications Team (Nikki + Kasey)	Organize social media access + content planning
Amanda & Diane	Continue sponsorship outreach
Amanda	Establish and announce Design Mind groups, including the Iowa group
Susan	Explore December holiday event venue options
Diane	Continue conference planning and speaker outreach
Board	Engage Iowa members and explore joint CEUs

RESPECTFULLY SUBMITTED,

Nikki N. Klugh, ASID
Communications Director

