

# APMP Pacific Northwest Board of Directors Meeting Minutes



Date: February 7, 2020

Time | Location: 11:00 AM – 12:00 PM | Virtual

Facilitator: Sheri Waldbauer

## Attendance:

| Position          | Name             | Present | Position          | Name             | Present |
|-------------------|------------------|---------|-------------------|------------------|---------|
| Chair             | Sheri Waldbauer  | Yes     | Communication     | Meg Whitehouse   | Yes     |
| Co-Chair          | Julie Dyer       | Yes     | Marketing Manager | Leigh Ann Newman | Yes     |
| Treasurer         | Dawn Joao        | No      | Events            | Roger Campbell   | Yes     |
| Membership        | Amber McGlothlin | Yes     | Secretary         | Shirlyn Betts    | Yes     |
| Director at Large | Kim Swentik      | Yes     |                   |                  |         |

Welcome!

## Approve Last Month's Minutes:

- The minutes sent around from the January meeting were approved

## Events:

- Lunch and Learn: (Julie)**
  - March – Richard Goring – New PowerPoint Functions in Office 365
  - May – Kevin Jans – Targeting in The Federal Government
  - July – Bruce Farrell – TBD
  - September – Kristin Dufrene – TBD
  - November – Robin Davis – TBD
- Coffee Talks**
  - February – Salary Survey Results and Discussion (Julie)
  - April – Tools of the Trade (Leigh Ann)
  - June – Origin Stories (Meg)
  - August – Executive Summary Creation and Content (Julie)
  - October – Kick-off Meetings (Julie)
  - December – Content Management & Software Solutions (Amber)
- In-Person Events: (Roger)**
  - Seattle – 2/26 MOX Boarding House (Roger)
    - Busy on a Wednesday night – need to make reservations
    - \$160 is the minimum (4 hours) \$80 nonrefundable deposit
    - 72 hour cancelation policy
    - All agreed to make reservations – Roger as the lead for the newsletter
    - Action: Roger** to put a message together about event for communications/social media
  - Portland – 3/26 Hale Pele
    - Reserved chieftain's hut
    - \$50 deposit made

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- **2020 Training Day: (Roger)**
  - Diane cannot support
  - 2<sup>nd</sup> Thursday of the month meetings

## Communications: (Meg)

- Newsletters
  - February Schedule and Assignments (Assignments due by 14<sup>th</sup>)
    - Article on experience with Mentorship - **Shirlyn**
    - Hot Tip
    - Seattle Event
    - Portland Event
    - Announcement on Gentle Giant Scholarship
    - **Use the new email**

## Marketing: (Leigh Ann)

- Website and Social Media Updates
- Email Update - communications@APMP-PacificNW.org
  - Sheri/ Meg/ Amber/ Leigh Ann checking the email
- National Communication Nominations – **discuss in email**

## Gentle Giant Scholarship: (Sheri/Kim)

- Gentle Giant Scholarship
  - **Action: Kim and Sheri** to tag up on this and announcement
    - February for announcement
    - March 2 open for submissions
    - End march for judging
    - April 1 award
- Additional scholarship use for a national conference or our Training Day
  - Possible motivation for joining as Regional Ambassador

## 2020 Goals:

- **The 25 in '20 Plan.** We will increase membership engagement by 25%.

| Metric                         | Nov 2019 | Current | 2020 Goal |
|--------------------------------|----------|---------|-----------|
| Membership Count               | 125      |         | 156       |
| Newsletter Open Rate           | 30%      |         | 38%       |
| Lunch and Learn Attendees      | 35       | 33      | 44        |
| Facebook Reaches               | 20       | 29      | 25        |
| Facebook Engagement            | TBD      | 10      |           |
| LinkedIn                       | 182      | 186     | 227       |
| Coffee Talks – revamp          |          |         |           |
| Website baseline: Last 30 days |          |         |           |
| • Sessions: 66                 | ---      | 66      |           |
| • Users: 40                    | ---      | 40      |           |
| • Page views: 22               | ---      | 22      |           |

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- **Regional Ambassador Program:** We will implement a Regional Ambassador Program and identify four Regional Ambassadors who will facilitate networking and social events to enhance member experience and grow membership.

| Metric  | Current | 2020 Goal | 2021 Goal |
|---|---------|-----------|-----------|
| Regional Ambassadors  | 1       | 4         | 8         |
| Maren Stark – South Seattle – ( <i>Leigh Ann</i> )  |         |           |           |
| Anything from:  |         |           |           |
| <ul style="list-style-type: none"> <li>• British Columbia – Heather Naicker – Amber</li> <li>• Portland – Mike Hurst – Sheri</li> <li>• Anchorage – Rachel Thompson – Amber</li> <li>• Hood River – Jack Kaady – Still TBD</li> </ul> |         |           |           |

- **Action:** *Leigh Ann* to reach out to Maren on the Seattle event and job description of regional ambassador
- **2020 Training Day:** You spoke, we've listened. Survey responses tell us you want more training and more networking opportunities. We'll give you both by bringing at least 20 members together for a training day of fun, learning, and networking.

| Metric                 | 2020 Goal |
|------------------------|-----------|
| Training Day Attendees | 20        |

- *Next Steps:* Committee meetings 2<sup>nd</sup> Thursday of the month
  - (*Roger, Leigh Ann, Amber, Kim*)

## Outstanding Planning Meeting Action Items:

- **Sheri:** Reach out to Rick Harris – bring back Bronze level – 6 people
- **Sheri:** Can we get notified by National on PNW certifications

## Finance: (*Dawn*)

- Current Balance \$7,401.84
- January Expenses \$75 (\$40 Taxes and \$35 Education gift cards)
- January Income \$1,042.50

## Next Meeting:

March 13<sup>th</sup> | 12:00 PM – 1:00 PM PST | Virtual

## Close:

12:05 PM PST