

# APMP Pacific Northwest Board of Directors Meeting Minutes



Date: March 6, 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	Yes	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 February meeting were approved

Events:

- **2020 Training Day: (Roger)**
  - Feb 13 first meeting, chose leads for different areas
  - Next meeting next week
  - Discussion on theme
- **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**
  - 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 host)
  - Portland – 3/26 Hale Pele (Shirlyn host)
    - Reserved Chieftain's hut - \$50 deposit made

National Scholarships: (Kim)

- Jack Kaady – Gentle Giant and Regional Ambassador – Hood River Area
- Whitney LaMarche – Gentle Giant
- Patti Lowe – Regional Ambassador – Bothell Area
- (Additional - TBD) Tracy Johnson – Gentle Giant and Regional Ambassador

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## Communications: *(Meg)*

- Newsletters
  - March Schedule and Assignments – going out on 17<sup>th</sup>
    - Need a hot tip – (Julie)

## Marketing: *(Leigh Ann)*

- Website and Social Media Updates
- Email Update
  - Email issues from one individual trying to submit for the scholarships

## Finance: *(Dawn)*

- Current Balance \$7,182.53
  - Seattle face to face only expense \$219.32

## Membership: *(Amber)*

- Current members 138

## 2020 Goals:

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

Metric	Nov 2019	Current	2020 Goal
Membership Count	125	138	156
Newsletter Open Rate	30%	No Feb NL	38%
Lunch and Learn Attendees	35	TBD	44
Facebook Reaches	20	63	25
Facebook Engagement	---	11	
LinkedIn	182	192	227
Coffee Talks	---	8	
Website baseline: Last 30 days			
• Sessions: 66	---	125	
• Users: 40	---	83	
• Page views: 222	---	319	

- **Regional Ambassador Program:**

Metric	Current	2020 Goal	2021 Goal
<b>Regional Ambassadors</b>	1	4	8
Maren Stark – South Seattle – <i>(Leigh Ann)</i>			
<b>New applicants to reach out to</b>			
Patti Lowe – North Seattle – <i>(Dawn)</i>			
Jack Kaady – Hood River – <i>(Shirlyn)</i>			
Tracy Johnson – Richland – <i>(Kim)</i>			

- **2020 Training Day:**

Metric	2020 Goal
Training Day Attendees	20

- Committee meetings 2<sup>nd</sup> Thursday of the month

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## Health Check:

<b>Sheri Waldbauer</b>	Alright	<b>Meg Whitehouse</b>	Good
<b>Julie Dyer</b>	Good	<b>Leigh Ann Newman</b>	Good
<b>Dawn Joao</b>	Alright	<b>Roger Campbell</b>	Good
<b>Amber McGlothlin</b>	Good	<b>Shirlyn Betts</b>	Good
<b>Kim Swentik</b>	Wonderful		

## Next Meeting:

April 3<sup>rd</sup> | 12:00 PM – 1:00 PM PST | Virtual

## Close:

12:55 PM PST