

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: July 10, 2020

Time | Location: 12:00 PM – 1:00 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	No	Secretary	Shirlyn Betts	Yes
Director at Large	Kim Swentik	Yes			

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from June meeting were approved

Events:

- W Winning The Business Ambassador – Dawn**
 - Session Discussion
 - Chapter vs. Shirlyn's
 - Plan to do both. Shirlyn her Bingo Happy Hour and PNW another session
 - Dawn taking the lead on looking at game options
 - Shirlyn to follow up with Julia Duke to confirm both sessions
- Lunch and Learns – Julie**
 - July – Bruce Farrell
 - September – Kristin Dufrene
 - November – Robin Davis
- Coffee Talks**
 - August – Executive Summary Creation and Content (Julie)
 - October – Kick-off Meetings (Julie)
 - December – Content Management & Software Solutions (Amber)

Date	Event Type	Topic & Presenter	Registered	Attended	Survey responses	Winner
1/14/2020	L&L	Unrealistic Schedules. Mike Parkinson	33	33	4	Jacqueline Bays-Muchmore
2/11/2020	Coffee	Salary results	N/A	N/A	N/A	N/A
2/26/2020	F2F	Face-to-Face Seattle	7	7	N/A	N/A
3/11/2020	L&L	PowerPoint tips	17	7	1	Amy Klingele
4/11/2020	Coffee	Virtual Tools of the Trade	6	3	N/A	N/A
6/9/2020	Coffee	Origin Stories	???	3	N/A	N/A

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T-Mobile/Elliot Carp Update: *(Roger)*

- Offering July 22nd 11:30-Noon to talk about APMP
- Roger to suggest next month

Chapter Rebate Adjustment – Letter and Budget: *(Sheri/Dawn)*

- BoD agrees need to be firm in our letter
- Topics to include
 - Member view/BoD view
 - Risk to the reduction (events/certs we planned on using it for)
 - No communication prior to announcement with Chapters
- Discussion on addressing this with our members after we hear back on our letter
- Sheri will draft and send around

Communications: *(Meg)*

- July Newsletter – plan to send out July 27th
 - Hot Tip
 - T-Mobile/Elliot Carp highlight – *Roger*
 - Goal status and achievements – *Sheri*
 - Winners of the certifications – hold on this for future

Marketing: *(Leigh Ann)*

- Website and Social Media Updates
- Email Update

Finance: *(Dawn)*

- Current Balance \$8,108.52

Membership: *(Amber)*

- Current members 173
- Ideas on Engagement – promotional item *(Dawn)*

2020 Goals:

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

Metric	Nov 2019	Last Meeting	Current	2020 Goal
Membership Count	125	170	173	156
Newsletter Open Rate	30%	N/A	TBD	38%
Lunch and Learn Attendees	35	N/A	---	44
Facebook Reaches	20	43	103	25
Facebook Engagement	Feb: 10	22	8	
LinkedIn	182	208	214	227
Coffee Talks	Feb: 8	June: 3	---	---
Website	Feb Baseline:	April:		
• Sessions	66	46	43	---
• Users	40	40	42	---
• Page views	222	103	99	---

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- **Regional Ambassador Program:**

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors Maren Stark – South Seattle, WA – <i>(Leigh Ann)</i> Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i>	2	4	8
New applicants to reach out to Patti Lowe – North Seattle, WA – <i>(Dawn)</i> Tracy Johnson – Richland, WA – <i>(Kim)</i> Mary Ann Reuter – Boise, ID – <i>(Leigh Ann)</i>			

- **2020 Training Day:**

Metric	2020 Goal
Training Day Attendees	20

Health Check:

Next Meeting:

Aug 7th | 12:00 PM – 1:00 PM PST | Virtual

Close:

12:53 PM PST