

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: December 10, 2020

Time | Location: 3:00 PM – 4:00 PM | Virtual

Facilitator: Julie Dyer

Attendance:

Position	Name	Present	Position	Name	Present
Chair	Sheri Waldbauer	No	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	No			

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from November meeting were approved

Board Elections:

- Secretary – Shirlyn Betts to remain in position – Vote to approve – Approved
- Chair – Amber McGlothlin to assume Chair position – Vote to approve – Approved
- Marketing – Offer position to Maren Stark – Vote to approve – Approved
- Membership – Offer position Erin – Vote to approve – Approved
- Events – Roger Campbell to remain in position – Vote to approve – Approved
- Director at Large – Patti Lowe and Diana Parker – Vote to approve – Approved
 - Propose Patti be aligned with Communications
 - Proposal Diana be aligned with Marketing

Amend the By-laws:

- Board Elections – Voting of a board position by the membership is not necessary when a position is unopposed.
 - 5 approve / 1 opposed – Board has voted to amend the bylaws
 - Email communication with survey monkey to go out to membership
 - **Yes or No on change in the Bi-laws**
 - **Yes or No on board nominations**
- Motion to amend 3.2 to change the “Strategic Initiative Chair” to “Events Chair” – motion failed with no second

Notification of Board Elections:

- Notify new board members of the voting (see above)
- Announce to membership of approved members in January newsletter

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2021 Planning and Goals Updates: *(Julie)*

- Events – 2021 Planning
 - Schedule was sent for January and February – any volunteers?
 - Coffee Talks
 - Lunch & Learns
- Newsletter Planning Meeting
 - I met with Meg and Amber this week. We agreed to create a newsletter content archive/repository. Meg will pull the past newsletters from Constant Contact and I will create a Word document database and post to Basecamp.
 - Leigh Ann sent out/posted a call for content on FB and LinkedIn _ Thank you!
 - Meg will create a new feature in the Newsletter – Grammar corner
 - I received a quote from Mimeo on printing a 1 page (front/back, color, full bleed) and a 2 page (front/back, color, full bleed, stapled in left upper corner); 300 copies would cost between \$250-\$500. A discount may be available depending on a few factors. So, if we want to try a paper newsletter in Q1 of 2021, this the cost of the printing. Add the postage and envelope, etc.
 - Reach out to the longest member and newest member to see if they would be willing to write a feature about themselves
 - Requested Leigh Ann write an article about her experience on the board to be featured in the newsletter
- Split Roles & Responsibilities into separate document from Mission/Vision – done
 - Created independent Roles & Responsibilities document – done
- Pull Lunch & Learn links and send to Leigh Ann – done
 - Leigh Ann posted to website – done
- Schedule Ambassador meeting – done
 - Met with the ambassadors and Kim this week. The ambassadors suggested the following:
 - Happy hours and coffee talks with fun themes (bring your favorite mug, wear a funny hat, etc.)
 - Hold virtual trivia event – may require use of Zoom breakout rooms, GoogleDocs, etc.
 - Schedule Lunch & Learns on Saturdays
 - Many are now juggling home schooling which means lunch times during the week are no longer good times
 - Many are feeling overwhelmed with so many meetings, juggling Zoom school, etc. Would prefer not to have to focus on learning something new – make it more fun based.

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- Podcast – Take a Walk With Me - would be good to offer. Mogan offered to help investigate how to do this. I will be coordinating with her in the next week or two.
- Hold a walk-a-thon, accept pledges, post pictures to FB, create a fund to help support members struggling or needing certification funds
- Create a Slack channel to facilitate realtime connecting between members
- Create a private VIP page on FB where more casual interaction could take place among members. Leigh Ann – is this something you are familiar with?
 - Theme of the discussion was that everybody is overwhelmed with online things – work, school, personal socialization – and adding more to it may be too much.
 - Ambassadors did agree that they would be willing to host various virtual coffee talks/happy hours.
 - Julie will create a proposed schedule and theme for the Ambassadors to volunteer for slots. Need to figure out the best platform (APMP's gotowebinar, gotomeeting, Zoom, etc.)
- Schedule BoD FAQ sessions – done
 - 3-4 attended. I think we should see some nominations today.
- Schedule December board meeting – done
- Schedule 2021 board meetings – done
- Follow up with Sheri on her 'to do's' and any other – done

2021 Planning and Goals Update: *(Leigh Ann Updates)*

- Working on Marketing Managers Process Description – in work and will email out
- Newsletter Article – in work for Jan/Feb newsletter
- Hot tip video – working ideas

2021 Planning and Goals Update: *(Meg Updates)*

- Grammar corner
- Newsletter planning

2021 Planning and Goals Update: *(Roger Updates)*

- Grammar corner article hot tip size 60-100 words – will work it up soon
- Orca Talk - Red Team video – looking into it
- Mentorship program – kickoff webinar, then quarterly webinar with topics like resumes, interviewing skills, and career path.
 - Call in the newsletter to be a mentor (See communications)

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Finance: *(Dawn)*

- Current Balance \$8,436.55

Communications: *(Meg)*

- Newsletter in work
 - Add in newsletter a call to be a mentor with about 1-2 hours a month effort – *Meg*
- Email communication with survey monkey to go out to membership - *Meg*
 - **Yes or No on change in the Bi-laws**
 - **Yes or No on board nominations**

Membership: *(Amber)*

- Current members 183

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	183	TBD	156
Newsletter Open Rate	30%	17%	TBD	38%
Newsletter Click Rate	N/A	8%	TBD	---
Lunch and Learn Attendees	35	N/A	N/A	44
Facebook Reaches	20	22	89	25
Facebook Engagement	Feb: 10	4	21	---
LinkedIn	182	228	228	227
Coffee Talks	Feb: 8	N/A	N/A	---
Website	Feb Baseline:	Nov:	Dec:	
• Sessions	66	34	84	---
• Users	40	28	63	---
• Page views	22	107	159	---

- **Regional Ambassador Program:**

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors	3	4	8
Maren Stark – South Seattle, WA – <i>(Leigh Ann)</i>			
Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i>			
Morgan Miller – Anchorage, AK – <i>(Amber)</i>			
New applicants to reach out to			
Patti Lowe – North Seattle, WA – <i>(Dawn)</i>	???		
Tracy Johnson – Richland, WA – <i>(Kim)</i>	???		

- **2020 Training Day:**

Metric	2020 Goal
Training Day Attendees	20

- Postponed due to COVID-19 – discuss for 2021

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Health Check:

Next Meeting:

January 14th | 3:00 PM – 4:00 PM PST | Virtual

Close:

4:10 PM PST

Events Record:

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 – Richard Goring	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	27	3	N/A	N/A
7/28/2020	L&L	Maximum Influence – Robin Davis	30	7	???	???
8/11/2020	Coffee	Executive Summary Creation & Content	10	2	N/A	N/A
9/8/2020	L&L	Kristin Dufrene – “Mock Scoring”	9	6	???	???
10/13/2020	Coffee	Kickoff Meetings	12	4	N/A	N/A
November	L&L	Canceled	N/A	N/A	N/A	N/A
December	Coffee	Canceled	N/A	N/A	N/A	N/A