

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: February 11, 2021

Time | Location: 2:30 PM – 3:30 PM | Virtual

Facilitator: Amber McGlothlin

Attendance:

Position	Name	Present	Position	Name	Present
Chair	Amber McGlothlin	Yes	Marketing Manager	Maren Stark	Yes
Co-Chair	Julie Dyer	Yes	Events Coordinator	Roger Campbell	Yes
Treasurer	Dawn Joao	Yes	Director at Large	Kim Swentik	No
Membership	Erin Lavery	Yes	Director at Large (Communications)	Patti Lowe	Yes
Secretary	Shirlyn Betts	Yes	Director at Large (Marketing)	Diana Parker	Yes
Communication	Meg Whitehouse	Yes			

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from January meeting were approved.

New Webinar/Virtual Events Housing Platform:

- Microsoft Teams –
 - Basic Business License \$5/month per user (\$5*11=\$55*12=\$660/year)
 - Free edition
- Zoom – \$149.90 per year
- Webex – Starter \$13.50/host per month (10% savings if billed annually)
- Features we need
 - 1 hour +
 - Recording feature to add links to events on website
- Need to decide on how many number of licenses are needed
- Continue researching the discount options for non-profit – **ACTION: Amber**
- Will continue with Zoom and Julie's teams until we get it aligned

Update on outstanding items from annual BoD meeting: (Julie)

- Reviewing by-laws – Shirlyn confirmed survey results of 11 of 12 approved the changes
- Creating a YouTube channel or Podcast
- 2021 scholarships – what ones do we want to expand on? Discussion needed.
 - We have an annual gentle giant
 - We have one that we won to use
- GoDaddy to factor authentication – Maren – all sorted out and complete
- New member orientation session – start in April
- Support our members who may be struggling due to COVID
 - Walk-a-thon for donation
- Virtual trivia events – coffee talks and happy hours now
- Ignite videos – 1st on red team reviews – **ACTION: Roger**

APMP Pacific Northwest Board of Directors Meeting Minutes



Phone Calls:

- Amber – Few calls have been made, but only VM
- Meg – Only a few calls
- Dawn – Haven't called anyone yet
- Leigh Ann – All calls made, no returned messages
- Shirlyn – Only a few calls and only VM
- Roger – No progress to report
- **Continue the calls as we can.**

Quarterly Newsletter Mailer:

Communications: (Meg)

- Hot Topic – **ACTION: Diana** quick tip on Teams
- Dear Orca (I have a question for our dear Orca – how do you handle repeated last minute changes and edits to proposals [from other key contributors] even when you have done everything in your power to prep, plan, schedule, and anticipate/mitigate risk?) – save for next month
- Update on Board goals for the year
- Notification out on the next events
- Notification on ambassador program

Marketing: (Maren)

- Website and Social Media Updates / Email Update

Membership: (Erin/Amber)

- Current members 186

Finance: (Dawn)

- Current Balance \$8,348.49

2021 Goals:

- **The 30 in '21 Plan:** We will increase membership engagement by 30%.

Metric	Dec 2020 Baselines	Last Meeting	Current	2021 Goal
Membership Count	183	181	186	238
Newsletter Open Rate	17%	TBD	???	30%
Newsletter Click Rate	8%	TBD	???	---
Lunch and Learn Attendees	N/A	N/A		17
Facebook Reaches	56	25	23	104
Facebook Engagement	21	7	5	---
LinkedIn	228	227	228	296
Coffee Talks	Oct: 4	Feb: 5	Feb: 5	---
Website	Nov:	Jan:	Feb:	
• Sessions	84	39	25	---
• Users	63	37	22	---
• Page views	159	80	81	---

APMP Pacific Northwest Board of Directors Meeting Minutes



- **Regional Ambassador Program:**

Metric	Current	2021 Goal	2022 Goal
Regional Ambassadors Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i> Morgan Miller – Anchorage, AK – <i>(Amber)</i> Tracy Johnson – Richland, WA – <i>(Kim)</i>	3	8	12
New applicants to reach out to			

- **Training Day:**

- Postponed due to COVID-19 – discuss later in the year for March/April 2022

Health Check: All good

Next Meeting:

March 11th | 2:30 PM – 3:30 PM PST | Virtual

Close:

3:45 PM PST

Events Record:

Date	Event Type	Topic & Presenter	Facilitator	Reg	Attend	Survey responses	Winner
1/4/2021	Coffee	New Year's Resolutions	Amber McGlothlin	2	1	GoToMeeting non-functioning	
1/26/2021	Happy Hr	Funniest thing I've heard this year	Patti Lowe	???	???	Technical issues with GoToMeeting	
2/9/2021	Coffee	Favorite Breakfast Food	Tracy Johnson	2	5	N/A	
2/17/2021	Happy Hr	Best one liner	TBD				
2/23/2021	L&L	Winning the Bid for Attention Span	Julie Dyer (Lisa Rehurek)				
2/25/2021	Coffee	Favorite Sport/Event	Amber McGlothlin				
2/26/2021	Happy Hr	Best bar food	Maren Stark				
4/14/2021	Members	None	Julie Dyer				
4/23/2021	L&L	At a Glance Proposal Graphics	Julie Dyer (Mike Parkinson)				
6/22/2021	L&L	Become a Styles Wizard with Magical Results!	Julie Dyer (Diane Loudnback)				
7/14/2021	Member	None	Julie Dyer				
8/24/2021	L&L	Building Bridges: Remote & Onsite Proposal Team Engage	Julie Dyer (Louise Pulini)				
10/13/2021	Member	None	Julie Dyer				
10/19/2021	L&L	TBD	Julie Dyer (Kevin Jans)				
12/21/2021	L&L	TBD	Julie Dyer				