

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: April 15, 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	No	Director at Large (Communications)	Patti Lowe	No
Secretary	Shirlyn Betts	No	Director at Large (Marketing)	Diana Parker	Yes
Communication	Meg Whitehouse	No			

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from March meeting were approved.

New Webinar/Virtual Events Housing Platform:

- Continue researching the discount options for non-profit – **ACTION: Amber**

Website:

- Need to update with monthly updates for PNW events posted on website

Events/New Members:

- Email invite to new members. Need to promote orientation and events Website needs to be kept current with events and registration links
- 17 registered for Mike Parkinson – increase promotion,
 - **ACTION: Julie** will investigate about raffling his book (also discussed subscription to his MS PowerPoint Build-A-Graphic add-in)
- April 28th – rebranding meeting invitation, all should attend if interested, questions can be provided in advance
- 3/26 – PNW member host coffee talk, 10+ attendees – hikes, some folks from T-Mobile attended, consider adding to website and add pictures to increase engagement
- Other topics – places to travel after Covid, Pandemic comfort food

Scholarship:

- Table until May to understand rebranding impact, BPC Denver may already be full too

Communications: (Meg)

- Hot Topic – looking for Hot Topic,
 - **ACTION: Erin** will reach out to new members about interest in having a profile, include job postings
- Member Feature or Dear Orca

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Marketing: (Maren)

- Website and Social Media Updates / Email Update
- Update new member email to make current, consider constant contact for distribution

Membership: (Erin)

- Current members 199 vs. 238 goal, mostly individual memberships

Finance: (Dawn)

- Current Balance \$8,672.49
- Our IRS 990 filing of \$40 was submitted 3/24 via Simple990.com. This is something that can be done by an individual at no cost, but the service avoids linking personal information to the organization.
- The APMP rebate was filed 4/9.

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	187	199	238
Newsletter Open Rate	17%	23%	?	30%
Newsletter Click Rate	8%	13%	?	---
Lunch and Learn Attendees	N/A	5	?	17
Facebook Reaches	56	?	16	104
Facebook Engagement	21	?	?	---
LinkedIn	228	229	230	296
Coffee Talks	Oct: 4	Mar: 3	3/26 – 10 4/6 - 2	---
Website	Nov:	Mar:	April:	
• Sessions	84	?	?	---
• Users	63	?	?	---
• Page views	159	?	?	---

- **Regional Ambassador Program:**

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

- **Training Day:**
 - Postponed due to COVID-19 – discuss in June in the year for March/April 2022

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Health Check: All good

Next Meeting:

May 13th | 2:30 PM – 3:30 PM PST | Virtual

Close:

3:00 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)		5	Zoom working	
2/25/2021	Coffee	Favorite Sport/Event	Amber McGlothlin		7	Zoom working	
2/26/2021	Happy Hr	Best bar food	Maren Stark		???		
3/3/2021	Coffee Talk	Best Coffee	Amber McGlothlin		3	Zoom working	
3/15/2021	Happy Hour	Favorite Trash TV	Chair		???		
3/26/2021	Coffee Talk	Best local hikes	Sarah Parrett		10		
4/1/2021	Happy Hour	First place you want to visit after COVID-19			???		
4/6/2021	Coffee Talk	Favorite season and why	Amber McGlothlin		2		
4/14/2021	Member Orientation	None	Julie Dyer		???		
4/23/2021	Lunch & Learn	At a Glance Proposal Graphics	Julie Dyer (Mike Parkinson)	28	5		
4/28/2021	Coffee Talk	Books - What are you reading?	Amber McGlothlin				
6/22/2021	Lunch & Learn	Become a Styles Wizard with Magical Results!	Julie Dyer (Diane Loudnback)				
7/14/2021	Member Orientation	None	Julie Dyer				
8/24/2021	Lunch & Learn	Building Bridges: Remote and Onsite Proposal Team Engagement	Julie Dyer (Louise Pulini)				
10/13/2021	Member Orientation	None	Julie Dyer				
10/19/2021	Lunch & Learn	TBD	Julie Dyer				
12/21/2021	Noon	Lunch & Learn	TBD				