

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: July 08, 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	No	Director at Large	Kim Swentik	No
Membership	Erin Lavery	Yes	Director at Large (Communications)	Patti Lowe	No
Secretary	Shirlyn Betts	No	Director at Large (Marketing)	Diana Parker	Yes
Communication	Meg Whitehouse	Yes			

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from June meeting were approved.

Hosting Platform:

- HQ will be finalizing Teams for use by all Chapters

BoD Terms:

- Board members who are retiring from their positions
 - Shirlyn, Roger, Diana, Patti, and Meg – still good
 - Julie – mentioned retiring from her position in December
 - Dawn – seriously thinking about retiring from her position in December
- Early announcement for positions expiring 12/31/202 – **ACTION – Amber to work with Meg on special communication for September**

Rebrand:

- Discussed dissolving or merging; for now – not merging nor dissolving
- Feelings on the rebrand; how hopeful are we that the general membership is interested in volunteering to fill the upcoming positions?

Call for Members to Host Coffee Talks:

- Social Media and Emails
 - Jack Kaady hosted Hiking Coffee Talk 06/03 and is willing to host the continued topic, once a month, **ACTION – Amber to reach out to Jack, photos for FB**

Scholarship Update:

- Continual discussion as APMP rebranding evolves (possible certification(s) scholarships in 2022) – Tabled for now until the roll out evolves

Communications: (Meg)

- Moving to quarterly newsletter – August 2021 is next one

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- Submit info monthly to inclusion in HQ's monthly news - **ACTION** – Amber to submit
- Individual emails via Constant Contact for job openings, etc. that cannot wait
- Hot Topic (if anyone wants to volunteer)
- New Member Feature?

Marketing: (Maren)

- Website and Social Media
- Recommendations from Jack on pictures of hikes for social media

Membership: (Erin)

- 206 members
- RFPIO – interest in getting involved with BoD
 - Communications to become regional ambassador
- Monitoring the email inbox with godaddy account
- Pulling the report a few times a week if we got new members
- Sending out emails to new members

Financials: (Dawn)

- Current balance: \$10,114.99
- Submitted 2nd quarter rebates

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	208	206	238
Newsletter Open Rate	17%	19%	19%	30%
Newsletter Click Rate	8%	24%	24%	---
Lunch and Learn Attendees	N/A	5	---	17
Facebook Reaches	56	18	20	104
Facebook Engagement	21	16	4	---
LinkedIn	228	231	232	296
Coffee Talks	Oct: 4	~6	---	---
Website	Nov:	June:	July:	
• Sessions	84	39	31	---
• Users	63	39	21	---
• Page views	159	16	78	---

- **Regional Ambassador Program:**

Metric	Current	2021 Goal	2022 Goal
Regional Ambassadors	3	8	12
Jack Kaady – (Shirlyn)			
Morgan Miller – (Amber)			
Tracy Johnson – (Kim)			
New applicants to reach out to			

- **Training Day:**

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- Postponed due to COVID-19 – discuss in July for March/April 2022

Health Check:

- Around the room and round table

Next Meeting:

July 8th | 2:30 PM – 3:30 PM PST | Virtual

Close:

3:25 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		N/A	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		N/A	Not Scheduled	
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		N/A	Not Scheduled	
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			N/A	Not scheduled	
4/6/2021	Coffee Talk	Favorite season and why	Amber McGlothlin		2		
4/14/2021	Member Orientation	None	Julie Dyer	0	N/A		
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		N/A		
6/3/2021	Coffee Talk	Best Hikes	Jack Kaady		6		
6/22/2021	Lunch & Learn	Become a Styles Wizard with Magical Results!	Julie Dyer (Diane Loudnback)			Will be rescheduled	
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	Skyway's TimeZone: Understanding the	Julie Dyer (Kevin Jans)				

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		Acquisition Strategy from the Buyer's Perspective					
12/21/2021	Noon	Lunch & Learn	TBD				