

# APMP Pacific Northwest Board of Directors Meeting Minutes



**Date:** June 17, 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	No	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	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 May 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
- Early announcement for positions expiring 12/31/2021

### Events:

- Events and monthly updates are posted to the website by Maren

### 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
- 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?

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## Marketing: (Maren)

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

## Membership: (Erin)

- 208 members
- RFPIO – interest in getting involved with BoD
  - Communications to become regional ambassador
- Vacation 06/18 through 07/03 - **ACTION** – **Amber/Maren to monitor as needed**
  - 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: \$8,672.49

## 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	205	208	238
Newsletter Open Rate	17%	14%	19%	30%
Newsletter Click Rate	8%	14%	24%	---
Lunch and Learn Attendees	N/A	5	---	17
Facebook Reaches	56	18	18	104
Facebook Engagement	21	12	16	---
LinkedIn	228	231	233	296
Coffee Talks	Oct: 4	03/26: 10 04/06: 2	~6	---
Website	Nov:	May:	June:	
• Sessions	84	54	39	---
• Users	63	66	39	---
• Page views	159	--	16	---

- **Regional Ambassador Program:**

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

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

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## Health Check:

- Around the room and round table

## Next Meeting:

July 8<sup>th</sup> | 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		???	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		???		
6/3/2021	Coffee Talk	Best Hikes	Jack Kaady		???		
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				