

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: March 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	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 February meeting were approved.

New Webinar/Virtual Events Housing Platform:

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

Phone Calls:

- *Continue the calls as we can.*

Rebates:

- Will receive full rebate per member beginning 01/01/2021; will see in 1st Quarter

Communications: (Meg)

- Hot Topic –
- Member Feature –
- 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?)
- Update on Board goals for the year – **ACTION: Amber**

Marketing: (Maren)

- Website and Social Media Updates / Email Update

Membership: (Erin)

- Current members 187

Finance: (Dawn)

- Current Balance \$8,348.49

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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	186	187	238
Newsletter Open Rate	17%	21%	23%	30%
Newsletter Click Rate	8%	24%	13%	---
Lunch and Learn Attendees	N/A	N/A	5	17
Facebook Reaches	56	23	???	104
Facebook Engagement	21	5	???	---
LinkedIn	228	228	229	296
Coffee Talks	Oct: 4	Feb: 7	Mar: 3	---
Website	Nov:	Feb:	Mar:	
• Sessions	84	25		---
• Users	63	22		---
• Page views	159	81		---

- **Regional Ambassador Program:**

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

3:07 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	???	???		

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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 McGothlin	???	3	Zoom working	
3/15/2021	Happy Hour	Favorite Trash TV	Chair				
3/26/2021	Coffee Talk	Best local hikes	Sarah Parrett				
4/1/2021	Happy Hour	First place you want to visit after COVID-19					
4/6/2021	Coffee Talk	Favorite season and why	Amber McGothlin				
4/8/2021	Board Meeting	None	Chair				
4/14/2021	Member Orientation	None	Julie Dyer				
4/23/2021	Lunch & Learn	At a Glance Proposal Graphics	Julie Dyer (Mike Parkinson)				
4/28/2021	Coffee Talk	Books - What are you reading?	Amber McGothlin				
5/6/2021	Board Meeting	None	Chair				
6/10/2021	Board Meeting	None	Chair				
6/22/2021	Lunch & Learn	Become a Styles Wizard with Magical Results!	Julie Dyer (Diane Loudnback)				
7/8/2021	Board Meeting	None	Chair				
7/14/2021	Member Orientation	None	Julie Dyer				
8/12/2021	Board Meeting	None	Chair				
8/24/2021	Lunch & Learn	Building Bridges: Remote and Onsite Proposal Team Engagement	Julie Dyer (Louise Pulini)				
9/9/2021	Board Meeting	None	Chair				
10/7/2021	Board Meeting	None	Chair				
10/13/2021	Member Orientation	None	Julie Dyer				
10/19/2021	Lunch & Learn	TBD	Julie Dyer				
11/11/2021	Board Meeting	None	Chair				
12/9/2021	Board Meeting	None	Chair				
12/21/2021	Noon	Lunch & Learn	TBD				