

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: May 13, 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	No
Co-Chair	Julie Dyer	Yes	Events Coordinator	Roger Campbell	No
Treasurer	Dawn Joao	Yes	Director at Large	Kim Swentik	No
Membership	Erin Lavery	Yes	Director at Large (Communications)	Patti Lowe	No
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 April meeting were approved.

Hosting Platform:

- HQ will be finalizing Teams for use by all Chapters

Events:

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

Finance: (Dawn)

- Current Balance \$10,114.99
- Payed out on the book and received out quarter rebate of \$1,507.50
- We agreed to continue to pay the \$25 gift card to a speaker

APMP Rebranding Discussion and Vote: (Confidential)

- Julie – currently repetitive content, with expanding it will dilute the Proposal Manager to an admin position and they will get lost
- Erin – might not have the attendance now, but as things open up we might get more attendance
- Shirlyn – we still have been growing in our membership, but not in attendance
- Amber – nothing new being presented and we are being forced into acceptance
- Diana – not sure what the new value will be. Recommend a point in time we address engagement and if we should continue as a chapter
- Dawn – pricing has its own society and struggling with why they are expanding to other groups
- Group discussion on the physical address
 - Need guidance from HQ on this for a “fixed” location
 - So we use the Secretary or Chair? Or a PO Box?
 - Washington is our Legal registered identity
- Change our articles of corp also? – Group voted YES

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VOTE on Rebranding:

- Dawn – Yes
- Julie – Yes
- Diana – Yes
- Amber – Yes
- Erin – Yes
- Meg – Yes
- Shirlyn - Yes

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	199	205	238
Newsletter Open Rate	17%	23%	14%	30%
Newsletter Click Rate	8%	13%	14%	---
Lunch and Learn Attendees	N/A	5	5	17
Facebook Reaches	56	16	18	104
Facebook Engagement	21	0 (FB changing, info not available)	12	---
LinkedIn	228	230	231	296
Coffee Talks	Oct: 4	03/26: 10 04/06: 2	0	---
Website	Nov:	Mar:		
• Sessions	84	25	54	---
• Users	63	22	66	---
• Page views	159	81	TBD	---

- **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 in June in the year for March/April 2022

Next Meeting:

June 10th | 2:30 PM – 3:30 PM PST | Virtual

Close:

3:30 PM PST

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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				