

# APMP Pacific Northwest Board of Directors Meeting Minutes



**Date:** November 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	No
Co-Chair	Julie Dyer	Yes	Events Coordinator	Roger Campbell	Yes
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	No
Communication	Meg Whitehouse	Yes			

## Welcome!

### Approve Last Month's Minutes:

- The minutes sent around from October meeting were approved.

### New Webinar/Virtual Events Hosting Platform:

- HQ will be finalizing Teams this fall for use by all Chapters – no new info released
- Will need to pay for a service since Julie is leaving; need platform for hosting L&Ls
- Julie has a list of L&L, but we need to decide on a platform to get them scheduled
  - Zoom? Month to month. We would need a subscription.
  - 100 participants, social media streaming \$15/mo

### BoD Elections:

- Motion to move as start 1/1/22, second, vote to carry
  - Maggie Wang – incoming Treasurer
    - Dawn will hand off to Maggie in December
  - Tom Kuhn – Director at Large
    - Pair with Julie to take on some of her roles
  - Sharon Miller – Director at Large
    - Pending move to Marketing Manager
  - Meg – comms, continue with term

### Schedule Annual Planning Session:

- 1<sup>st</sup> week in December to onboard with new BoD members

### Vote to purchase swag and order:

- 2022 new year gift(s)

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- T-shirts, during registration survey to find out what size - Swag for training day
- Post it for new year to existing membership list
- 3 per member, rest to use in swag bags for training.
- Email notification to update membership address
- Other Options
  - Possible online greeting card, board is excited for the new year... click here to update your name and address for a special PNW swag to be sent.
  - Thanks.com give corporate gifts, virtual gift cards
  - Survey of members, a charitable donation in lieu of a gift.
  - Scholarship

## **Schedule Virtual Scavenger Hunt Event:**

- Ideas
- Call for recipes to create PNW Chapter Cookbook
- Host virtual holiday-themed bingo, trivia, scavenger hunt, Name That Tune

## **Communications: (Meg)**

- Moving to quarterly newsletter
- Submit info monthly for inclusion in HQ's monthly news
- Individual emails via Constant Contact for job openings, etc. that cannot wait
- Hot Topic (if anyone wants to volunteer)
- New Member Features for December newsletter will be our new BOD members and also feature Kaitlyn Porter, Charlie Divine scholarship awardee.

## **Marketing: (Maren)**

- Website and social media
- Do we need to update our website?
- APMP.org chapter list – we need to update our contact info

## **Membership: (Erin)**

- Member updates

## **Financials: (Dawn)**

- Current balance: \$12,655.21.
  - Did not receive our rebate from 2<sup>nd</sup> quarter
  - Deposit for Q2 and Q3 rebates.
  - Constant contact and godaddy sent out

## **2021 Goals:**

- **The 30 in '21 Plan:** We will increase membership engagement by 30%.

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Metric	Dec 2020 Baselines	Last Meeting	Current	2021 Goal
Membership Count	183	177		238
Newsletter Open Rate	17%	19%	22%	30%
Newsletter Click Rate	8%	24%	3%	---
Lunch and Learn Attendees	N/A	5	18	17
Facebook Reaches	56	18		104
Facebook Engagement	21	16		---
LinkedIn	228	233		296
Coffee Talks	Oct: 4	6	---	---
Website	Nov:	July:		
• Sessions	84	31	--	---
• Users	63	21	--	---
• Page views	159	78	--	---

- **Regional Ambassador Program:**

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

- **Training Day:**

- Postponed due to COVID-19
- Discuss at BoD Planning Meeting for March/April 2022

## Health Check:

- Around the room and round table

## Next Meeting:

December 4<sup>th</sup> | 9:00 AM – 3:00 PM PST | Virtual | **Annual Strategy Meeting**

## Close:

3:40 PM PST

## Events Record:

Date	Event Type	Topic & Presenter	Facilitator	Reg	Attend	Survey responses	Winner
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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)		N/A	Will be rescheduled	
7/14/2021	Member Orientation	None	Julie Dyer		N/A		
8/24/2021	Lunch & Learn	Building Bridges: Remote and Onsite Proposal Team Engagement	Julie Dyer (Louise Pulini)	12	5		
10/13/2021	Member Orientation	None	Julie Dyer		N/A	Will be rescheduled	
10/19/2021	Lunch & Learn	Skyway's TimeZone: Understanding the Acquisition Strategy from the Buyer's Perspective	Julie Dyer (Kevin Jans)	41	18		
12/21/2021	Noon	Lunch & Learn	TBD				