

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: October 15, 2021

Time | Location: 1:00 PM – 2:00 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	Yes
Communication	Meg Whitehouse	Yes			

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from July meeting were approved.

Chapter Repeal Resolution:

- Review and Sign

New Webinar/Virtual Events Hosting Platform:

- HQ will be finalizing Teams this fall for use by all Chapters – no new info released

BoD Terms:

- Board members who are retiring from their positions
 - Shirlyn and Meg – still good
 - Roger, Diana, and Patti - still thinking
 - Julie – still thinking on her position
 - Dawn – If no one steps up she will stay
- Early announcement for positions expiring 12/31/2022 sent in September
 - **ACTION – need to get additional announcement out**
- Send out nomination/self-nomination form – 10/25/2021 with due date 11/08/2021 to vote on at November BoD meeting 11/11/2021
 - **ACTION – need to get self-nomination form out**

Schedule Annual Planning Session:

- 1st week in December to onboard with new BoD members
- Discussions on virtual or in person in Washington – leading to virtually
- Bring it up next month when we have an idea on any new BoD and their attendance

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Planning for Events:

- Plan Virtual Holiday Event Ideas
 - Call for recipes to create PNW Chapter Cookbook
 - Host virtual holiday-themed bingo, trivia, **scavenger hunt**, Name That Tune
 - Seasonal events – first to start in January to kick off the new year
 - Prizes – industry (proposal/ capture book), Leadership books, certification fee
- Shorter lunch and learns
- More virtual events, happy hours, book club
- Possible joining with another chapter to expand our engagement and events

Bid and Proposal Con Update: (Julie)

- Julie met a few PNW people and needing to follow up with them on newsletters and BoD positions. There was interest but need more information.
 - **ACTION – Erin to check emails on the contacts that were at B&P Con – they were interested in positions**
 - **ACTION – Amber to reach out and make a phone call to the 3 people**
 - Discuss the Alaska contacts and how to get them connected
- Additional traction needed on companies that are hiring – need to put more effort into helping to list those positions
- Need to be getting back into interactions with our members more, communications, events, certifications, mentoring

Communications: (Meg)

- Communications on BoD positions open - **ACTION – Meg to submit**
 - Responses due 11/8
- Moving to quarterly newsletter
 - New Member Feature – Kaitlyn Porter – Won the scholarship **ACTION – Meg reach out to get the information needed**
 - Hot Topic (if anyone wants to volunteer)
 - Grammar Rant (if anyone wants to volunteer) - **ACTION – Roger on single space vs double space after a period**
 - Corporate Member Highlights – what made them want to become a corporate member?
- 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
 - Need to find out what job openings are in the PNW to post

Marketing: (Maren)

- Website and Social Media

Membership: (Erin)

- 177 members
- RFPIO – interest in getting involved with BoD
 - Communications to become regional ambassador

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Financials: *(Dawn)*

- Current balance: \$10,114.99
 - Did not receive our rebate from 2nd quarter
 - 3rd Quarter rebate to be submitted on 10/14
 - Send our swag – work through a survey for sizes on shirts

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	206	177	238
Newsletter Open Rate	17%	19%	N/A%	30%
Newsletter Click Rate	8%	24%	N/A%	---
Lunch and Learn Attendees	N/A	---	---	17
Facebook Reaches	56	20		104
Facebook Engagement	21	4		---
LinkedIn	228	232		296
Coffee Talks	Oct: 4	---	---	---
Website	Nov:	July:		
• Sessions	84	31	--	---
• Users	63	21	--	---
• Page views	159	78	--	---

- **Regional Ambassador Program:**

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

- **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:

November 11th | 2:30 PM – 3:30 PM PST | Virtual

Close:

2:03 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		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 McGothlin		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 McGothlin		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 McGothlin		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		???		
8/24/2021	Lunch & Learn	Building Bridges: Remote and Onsite Proposal Team Engagement	Julie Dyer (Louise Pulini)	12	4		
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)				
12/21/2021	Noon	Lunch & Learn	TBD				