

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: January 10, 2020

Time | Location: 12:00 PM – 1:00 PM | Virtual

Facilitator: Sheri Waldbauer

Attendance:

Position	Name	Present	Position	Name	Present
Chair	Sheri Waldbauer	Yes	Communication	Meg Whitehouse	Yes
Co-Chair	Julie Dyer	Yes	Marketing Manager	Leigh Ann Newman	Yes
Treasurer	Dawn Joao	Yes	Events	Roger Campbell	Yes
Membership	Amber McGlothlin	Yes	Secretary	Shirlyn Betts	Yes
Director at Large	Kim Swentik	No			

Welcome Julie and Kim!

Approve Last Month's Minutes:

- The minutes sent around from the December meeting were approved

Events:

- Lunch and Learns – *(Julie)*
 - January – Mike Parkinson – Real Solutions to Unrealistic Schedules
 - March – Richard Goring - New PowerPoint Functions in Office 365
 - May – Kevin Jans – Targeting in The Federal Government
 - July – Bruce Farrell – TBD
 - September – Kristin Dufrene
- Coffee Talks – *(Sheri)*
 - February 11th – Salary Survey Results and Discussion – *(Julie)*
 - April 14th – Tools of the Trade – *(Leigh Ann)*
 - 2020 Topics and Facilitator Discussion
 - Send out survey for additional topics
- In-Person Events – *(Roger)*
 - Seattle – 2/26 MOX Boarding House – *(Roger)*
 - Est \$250-\$400 (Budget \$225/quarter)
 - **Action:** *Roger* engage with Maren Stark on Regional Ambassador help and put together proposal on this event
 - Portland – 3/25 Hale Pele

Marketing: - *(Leigh Ann)*

- Website and Social Media Updates
 - Send out updates monthly
 - **Action:** *Leigh Ann* look into Hootsweeet on automated posts and report
- Email Update
 - communications@APMP-PacificNW.org

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Communications: - (Meg) **Discuss next week**

- Newsletters
 - January Schedule and Assignments
 - Membership profile infographic – (Amber)
 - New Board Members – (Sheri)
 - 2020 Goals Overview
- Survey to send out via email – TBD
 - Lunch and learn
 - Coffee talks
 - Training day
- Other emails
 - Save the date for Feb Seattle event – TBD

2020 Goals: **Discuss next week**

- **The 25 in '20 Plan.** We will increase membership engagement by 25%.

Metric	Nov 2019	Current	2020 Goal
Membership Count	125		156
Newsletter Open Rate	30%		38%
Lunch and Learn Attendees	35	TBD (14 th)	44
Facebook Reaches	20	331	25
Facebook Engagement	TBD	189	
LinkedIn	182	186	227
Coffee Talks – revamp			
Website – establish a baseline			

- **Regional Ambassador Program.** We will implement a Regional Ambassador Program and identify four Regional Ambassadors who will facilitate networking and social events to enhance member experience and grow membership.

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors	2	4	8
Maren Stark – South Seattle – (Leigh Ann) Dianne Harris – Redmond – (Dawn)			
Anything from:			
• Hood River – Jack Kaddy – (Shirlyn)			
• British Columbia – Heather Naicker – (Amber)			
• Portland – Mike Hurst – (Sheri)			
• Anchorage – Rachel Thompson – (Amber)			

- *Next Steps:* January Training, pair up with Board member - (**Leigh Ann, Meg**)

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- **2020 Training Day.** You spoke, we've listened. Survey responses tell us you want more training and more networking opportunities. We'll give you both by bringing at least 20 members together for a training day of fun, learning, and networking.

Metric	2020 Goal
Training Day Attendees	20

- *Next Steps:* Begin committee meetings - (**Leigh Ann, Amber**);
- **Action:** **Roger** to reach out to Diane Harris to gauge interest in committee

Outstanding Planning Meeting Action Items: **Discuss next week**

- **Shirlyn:** newsletter article on experience with mentorship – estimate Feb/March
- **Sheri:** Reach out to Rick Harris – bring back Bronze level – 6 people
- **Sheri:** Can we get notified by National on PNW certifications

Finance: - Dawn

- Balance \$6,464.34
 - Lunch and Learn and email paid out
 - Q4 2019 rebate was filed

Membership: - Amber

- Member count = 138
 - 2 new members this month – Alaska and Spokane
 - **Action:** **Amber** to reach out to the new members

Health Check:

Sheri Waldbauer	Good	Meg Whitehouse	Good
Edgardo Berrios	Good	Leigh Ann Newman	Good
Julie Dyer	Good	Roger Campbell	Good
Amber McGlothlin	Good	Shirlyn Betts	Good
Kim Swentik			

Next Meeting:

January 17th | 12:00 PM – 1:00 PM PST | Virtual
 February 14th | 12:00 PM – 1:00 PM PST | Virtual

Close:

1:04 PM PST