

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: August 14, 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	No
Co-Chair	Julie Dyer	Yes	Marketing Manager	Leigh Ann Newman	Yes
Treasurer	Dawn Joao	Yes	Events	Roger Campbell	Yes
Membership	Amber McGlothlin	No	Secretary	Shirlyn Betts	Yes
Director at Large	Kim Swentik	No			

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from July meeting were approved

Events:

- Engagement Rates**
 - Reach out to California Chapter to find out their attendance – (Roger)
 - Send out a questionnaire on engagement results – (Amber)
 - Review our topics and consider focuses on resume/LinkedIn
 - Possible - Kyle LeBlank resumoxie.com - 2018 APMP Career Workshop
- Lunch and Learns – (Julie)**
 - September – Kristin Dufrene
 - November – TBD
- Coffee Talks**
 - October – Kick-off Meetings – (Julie)
 - December – Content Management & Software Solutions – (Amber)

Date	Event Type	Topic & Presenter	Registered	Attended	Survey responses	Winner
1/14/2020	L&L	Unrealistic Schedules – Mike Parkinson	33	33	4	Jacqueline Bays-Muchmore
2/11/2020	Coffee	Salary results	N/A	N/A	N/A	N/A
2/26/2020	F2F	Face-to-Face Seattle	7	7	N/A	N/A
3/11/2020	L&L	PowerPoint Tips – Richard Goring	17	7	1	Amy Klingele
4/11/2020	Coffee	Virtual Tools of the Trade	6	3	N/A	N/A
6/9/2020	Coffee	Origin Stories	???	3	N/A	N/A
7/28/2020	L&L	Maximum Influence – Robin Davis	30	7	???	???
8/11/2020	Coffee	Executive Summary Creation & Content	10	2	N/A	N/A

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T-Mobile/Elliot Carp Update: *(Roger)*

- Orientation presentation next week, Aug 18th at Noon
 - Need confirmation on presentation timeline

Chapter Rebate Adjustment – Letter and Budget: *(Sheri)*

- Send follow up email to Mike and Rick to discuss our concerns and a response – (Sheri)
- Standing by on addressing this with our members after we hear back on our letter

Communications: *(Meg)*

- August Newsletter – plan to send out end of month
 - Hot Topic – (Dawn)
 - Member Feature or Dear Orca – (Leigh Ann)
 - 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 – (Sheri)
 - Do we have a topic for November’s L&L?

Marketing: *(Leigh Ann)*

- Website and Social Media Updates
- Check on other options on design for website – (Julie/Leigh Ann)

Finance: *(Dawn)*

- Current Balance \$8,427.52

Membership: *(Amber)*

- Current members 180
- Ideas on Engagement – promotional item – (Dawn)

2020 Goals:

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

Metric	Nov 2019	Last Meeting	Current	2020 Goal
Membership Count	125	173	180	156
Newsletter Open Rate	30%	29%	12%	38%
Newsletter Click Rate	N/A	16%	40%	---
Lunch and Learn Attendees	35	---	TBD	44
Facebook Reaches	20	103	105	25
Facebook Engagement	Feb: 10	8	22	---
LinkedIn	182	214	221	227
Coffee Talks	Feb: 8	Aug: 2	---	---
Website	Feb Baseline:	June:	TBD	
• Sessions	66	43		---
• Users	40	42		---
• Page views	222	99		---

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- **Regional Ambassador Program:**

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors Maren Stark – South Seattle, WA – <i>(Leigh Ann)</i> Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i>	4	4	8
New applicants to reach out to Patti Lowe – North Seattle, WA – <i>(Dawn)</i> Tracy Johnson – Richland, WA – <i>(Kim)</i> Mary Ann Reuter – Boise, ID – <i>(Leigh Ann)</i>			

- **2020 Training Day:**

Metric	2020 Goal
Training Day Attendees	20

Health Check:

Next Meeting:

Sept 4th | 12:00 PM – 1:00 PM PST | Virtual

Close:

12:53 PM PST