

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: October 22, 2020

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

Facilitator: Julie Dyer

Attendance:

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

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from September meeting were approved

New Meeting Time:

- Finalized new date and time - **2nd Thursday every month at 3:00 PM**

2021 Planning and Goals

- Events – 2021 Planning – November 21st from 9:00 AM - 3:00 PM
 - Draft up the agenda and review on next meeting (*Julie/Sheri*)
 - Cadence and types of events do we want to do next year
 - Gift cards to presenters – continue or reduce?
 - Rebate reduction
 - Promotional Items, costs, and distribution
- Board position/elections
 - Special communication to go out (*Meg*)
 - Chair, Events, Membership, Secretary up for re-election

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

- No updates – moving on from this

Chapter Rebate: (*Leigh Ann*)

- Rebate reduction (still planning to keep it at \$2 for the rest of this year and looking to adjust in 2021, possibly with a tiered approach depending on the circumstances of the chapter – things like size, length of existence, etc..)

Communications: (*Meg*)

- October Newsletter – plan to send out Mon 26th
 - Hot Topic
 - Member Feature
 - Board Positions Notification
 - Cancellation of the L&L and Coffee Talks

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Events:

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
9/8/2020	L&L	Kristin Dufrene – “Mock Scoring”	9	6	???	???
10/13/2020	Coffee	Kickoff Meetings	???	4	N/A	N/A
November	L&L	Canceled	N/A	N/A	N/A	N/A
December	Coffee	Canceled	N/A	N/A	N/A	N/A

Marketing: (Leigh Ann)

- Website and Social Media Updates

Finance: (Dawn)

- Current Balance \$8,427.52
 - The Rebate was submitted last week, on time.
 - No gift card sent to the last Lunch & Learn Presenter

Membership: (Amber)

- Current members 183
- Ideas on Engagement – promotional item – (Dawn)
 - Highlighters and backpacks – need confirmation to order

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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	180	183	156
Newsletter Open Rate	30%	July: 12%	TBD	38%
Newsletter Click Rate	N/A	July: 40%	TBD	---
Lunch and Learn Attendees	35	Sept: 6	N/A	44
Facebook Reaches	20	10	24	25
Facebook Engagement	Feb: 10	8	5	---
LinkedIn	182	223	226	227
Coffee Talks	Feb: 8	N/A	Oct: 4	---
Website	Feb Baseline:	Aug:	Oct:	
• Sessions	66	25	59	---
• Users	40	22	56	---
• Page views	22	46	215	---

- **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> Morgan Miller – Anchorage, AK – <i>(Amber)</i>	3	4	8
New applicants to reach out to Patti Lowe – North Seattle, WA – <i>(Dawn)</i> Tracy Johnson – Richland, WA – <i>(Kim)</i>	??? ???		

- **2020 Training Day:**

Metric	2020 Goal
Training Day Attendees	20

- Postponed due to COVID-19 – discuss for 2021

Health Check:

Next Meeting:

Nov 12th | 3:00 PM – 4:00 PM PST | Virtual

Close:

12:56 PM PST