

# APMP Pacific Northwest Board of Directors Meeting Minutes



**Date:** January 14, 2021

**Time | Location:** 3:00 PM – 4:00 PM | Virtual

**Facilitator:** Amber McGlothlin

## Attendance:

Position	Name	Present	Position	Name	Present
Chair	Amber McGlothlin	Yes	Marketing Manager	Maren Stark	Yes
Co-Chair	Julie Dyer	No	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	Yes
Secretary	Shirlyn Betts	Yes	Director at Large (Marketing)	Diana Parker	Yes
Communication	Meg Whitehouse	Yes	Marketing Manager (last meeting)	Leigh Ann	Yes

## Welcome!

### Approve Last Month's Minutes:

- The minutes sent around from December meeting were approved

### Terms for BoD Members:

Position	Name	Term Begins	Term Ends
Chair	Amber McGlothlin	01/01/2021	12/31/2022
Vice Chair	Julie Dyer	01/01/2020	12/31/2021
Treasurer	Dawn Joao	07/01/2019	12/31/2021
Membership	Erin Lavery	01/01/2021	12/31/2022
Secretary	Shirlyn Betts	07/01/2021	12/31/2022
Communication	Meg Whitehouse	01/01/2020	12/31/2021
Marketing Manager	Maren Stark	01/01/2021	12/31/2022
Events Coordinator	Roger Campbell	01/01/2021	12/31/2022
Director at Large	Kim Swentik	01/01/2020	12/31/2021
Director at Large (Communications)	Patti Lowe	01/01/2021	12/31/2022
Director at Large (Marketing)	Diana Parker	01/01/2021	12/31/2022

### Phone Calls:

- Amber - Few calls have been made, but only VM
- Meg – Only a few calls
- Dawn – Haven't called anyone yet
- Leigh Ann – All calls made, no returned messages
- Shirlyn – Only a few calls and only VM
- Roger – No progress to report
- ***Continue the calls as we can.***

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## Communications: *(Meg)*

- Hot Topic
- Grammar Corner
- Member Feature: Leigh Ann – experience as a board member
- Dear Orca (I have a question for our dear Orca – 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
  - It would be helpful to know what the goals are as it could provide members areas that they may be able to participate more in
- Notification out on the next Happy Hour 22<sup>nd</sup> – *Meg/Maren*

## Marketing: *(Maren/Leigh Ann)*

- Website and Social Media Updates
- Email Update
- Actively transitioning from Leigh Ann to Maren
  - Gmail code to Maren - *Meg*

## Finance: *(Dawn)*

- Current Balance \$8,348.49
- \$78.06 GoDaddy charge via debit card on 12/30/2020
  - *Maren* will research

## Membership: *(Erin/Amber)*

- Current members 181

## 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	183	181	238
Newsletter Open Rate	17%	17%	???	30%
Newsletter Click Rate	8%	8%	???	---
Lunch and Learn Attendees	N/A	N/A	N/A	17
Facebook Reaches	56	56	25	104
Facebook Engagement	21	21	7	---
LinkedIn	228	228	227	296
Coffee Talks	Oct: 4	Jan: 4	2	---
Website	Nov:	Dec:		
• Sessions	84	84	39	---
• Users	63	63	37	---
• Page views	159	159	80	---

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- Regional Ambassador Program:

Metric	Current	2021 Goal	2022 Goal
<b>Regional Ambassadors</b> Maren Stark – South Seattle, WA – (Leigh Ann) Patti Lowe – North Seattle, WA – (Dawn) Jack Kaady – White Salmon, WA – (Shirlyn) Morgan Miller – Anchorage, AK – (Amber)	4	8	12
<b>New applicants to reach out to</b> Tracy Johnson – Richland, WA – (Kim)	???		

- 2020 Training Day:

Metric	2020 Goal
Training Day Attendees	20

- o Postponed due to COVID-19 – discuss for 2021

### Health Check:

All doing well; Leigh Ann thanked the Board and will miss us; Dawn is utilizing a new CRM

### Next Meeting:

February 11<sup>th</sup> | 3:00 PM – 4:00 PM PST | Virtual

### Close:

4:10 PM PST

### Events Record:

Date	Event Type	Topic & Presenter	Facilitator	Reg	Attend	Survey responses	Winner
1/4/2021	Coffee	New Years Resolutions	Amber McGlothlin	2	1	GoToMeeting non-functioning	
1/26/2021	Happy Hr	Funniest thing I've heard this year	Patti Lowe				
2/9/2021	Coffee	Favorite Breakfast Food	Tracy Johnson				
2/17/2021	Happy Hr	Best one liner	TBD				
2/23/2021	L&L	Winning the Bid for Attention Span	Julie Dyer (Lisa Rehurek)				
2/25/2021	Coffee	Favorite Sport/Event	Amber McGlothlin				
2/26/2021	Happy Hr	Best bar food	Maren Stark				
4/14/2021	Members	None	Julie Dyer				
4/23/2021	L&L	At a Glance Proposal Graphics	Julie Dyer (Mike Parkinson)				
6/22/2021	L&L	Become a Styles Wizard with Magical Results!	Julie Dyer (Diane Loudnback)				
7/14/2021	Member	None	Julie Dyer				
8/24/2021	L&L	Building Bridges: Remote & Onsite Proposal Team Engage	Julie Dyer (Louise Pulini)				
10/13/2021	Member	None	Julie Dyer				
10/19/2021	L&L	TBD	Julie Dyer (Kevin Jans)				
12/21/2021	L&L	TBD	Julie Dyer				