

APMP Pacific Northwest Board of Directors December Board Meeting



Date: January 13, 2022

Time | Location: 1:00 – 2:00 PM | Virtual

Facilitator: Amber McGlothlin

Attendance:

Position	Name	Present	Position	Name	Present
Chair	Amber McGlothlin	Yes	Communications Manager	Meg Whitehouse	Yes
Co-Chair (exiting)	Julie Dyer	Yes	Marketing Manager	Sharon Miller	Yes
Treasurer	Maggie Wang	Yes	Events Manager	Roger Campbell	No
Membership Manager	Erin Lavery	Yes	Director at Large (Marketing)	Diana Parker	No
Secretary	Shirlyn Betts	Yes	Director at Large	Tom Kuhn	Yes

Agenda:

1. Welcome

2. Attendance

3. Approve December Meeting Minutes and Annual Meeting Minutes

- The minutes sent around were approved.

4. Marketing – Sharon

- Website and Social Media Updates
- She has access now to godaddy and emails
- Need to update the password
- **(Sharon)** update work instructions on how to access/update – add to basecamp
- Recommendations to updates on the website

5. Thank you gift for Dawn?

- Yes to send her a gift, orca stuffed animal, gift card, card
- **(Amber to propose ideas)**

6. Financials – Maggie

- Current balance: \$11,711.70
- Shipping expenses for post it-notes mailings
- Monday chapter rebate was submitted

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7. Communications – Meg

- (Amber) Submit info monthly for inclusion in HQ's monthly news
- December newsletter went out
- Individual emails via Constant Contact for job openings, etc. that cannot wait
- Quarterly newsletters – continue to provide the topics each month to supply content
 - Each BoD to submit topic
 - (volunteers needed for Nov and Dec 2022)

Month	Board Member
January	Julie Dyer
February	Amber McGlothlin
March	Diana Parker
April	Shirlyn Betts
May	Erin Lavery
June	Meg Whitehouse
July	Roger Campbell
August	Sharon Miller
September	Maggie Wang
October	Tom Kuhn
November	
December	

8. Membership – Erin

- Membership updates
- Coffee talk – issue today – lessons learned, login using the overall board account – not your personal information, the info is on basecamp and on contact information
- Current member report we can't pull yet with new site updates
- Members are checking in, hopeful for new activity in the new year

9. Virtual Events

- Continue to brainstorm ideas
 - Virtual scavenger hunt, call for recipes to create PNW Chapter Cookbook
 - Host virtual bingo, trivia, scavenger hunt, Name That Tune

10. 2022 Goals

- **The 30 in '22 Plan.** We will increase membership engagement by 30%.

Metric	2021 Average	Oct 2021 Baseline	Last Meeting	Current	2022 Goal
Membership Count	193	177	172	???	210
Newsletter Open Rate	20%	19%	22%	30%	30%
Newsletter Click Rate	17%	24%	3%	0%	---
Lunch and Learn		5	18	18	36
Coffee Talks	12	6	--	---	
Proposal Rants		--	--		
Live Events		--	--		
Facebook Reaches	20	18	---	---	---
Facebook Engagement	9	16	---	---	25
LinkedIn Members	230	233	---	---	296
Website	Average	July:	Nov:		
• Sessions	35.5	31	--	--	---
• Users	34.5	21	--	--	---
• Page views	67.2	78	--	--	---

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- **Regional Ambassador Program.**
 - Need to reassess
 - Need more structure around this program to better involve the Ambassadors in Board initiatives/events

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors	3	4	8
Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i>			
Morgan Miller – Anchorage, AK – <i>(Amber)</i>			
Tracy Johnson – Richland, WA <i>(Kim)</i>			
New applicants to reach out to:			

- **Training Day**

Metric	2022 Goal
Training Day Attendees	20

- Notionally planning for 9/2022
- Roger to provide update 03/2022; t-shirts and Post-Its as part of swag
- Sharon, Maggie, and Amber interested in supporting subcommittee
- Julie has a potential speaker for the event

11. Health Check/Round Table

12. Next Meeting:

February 10th | 1:00 PM – 2:00 PM PST | Virtual

13. Adjourn

2:02 PM PST