

APMP Pacific Northwest Board of Directors December Board Meeting



Date: April 11, 2024

Time | Location: 2:00 PM – 3:00 PM | Virtual

Facilitator: Shawn Hopkins

Attendance:

Position	Name	Present	Position	Name	Present
Chair (Acting)	Shawn Hopkins	Yes	Marketing Manager	Sharon Miller	Yes
Co-Chair	Shirlyn Betts	Yes	Events Manager	Roger Campbell	Yes
Membership Manager	Amber McGlothlin	No/Ok	Director at Large	Lisa Duplessie	Yes
Treasurer	Maggie Wang	Yes	Regional Ambassador	Jack Kaady	N/A
Secretary	Emily Nanni	No/Ok	Regional Ambassador	Jaime Chenoweth	N/A
Communications Mgr	Sue Gillespie	No/Ok			

Agenda:

1. **WELCOME! – Shawn**
2. **Approval of Minutes – Shawn**
3. **Attendance Check – Emily**
4. **BPC – Maggie, Shirlyn, Lisa will attend for the BoD, Others?**
 - Chapter Event needs to get scheduled for the members in BPC
 - Latitude 29 as an option for a location
 - Monday 5:30-6:30 <https://latitude29nola.com/>
 - Action: Maggie planning a BPC Happy Hour and scheduling
 - Action: Shawn working the newsletter for BPC Happy Hour preannouncement
 - Action: Shawn follow up newsletter on BPC Happy hour as closer
5. **Happy Hour Updates – Roger**
 - April 19th – Tacoma – is the next event
 - Training day committee team set up
6. **Lunch & Learns – Shirlyn**
 - Schedule in work, will get the final schedule up shortly
 - Working the Zoom and the email sync to test run and then will get the invites out
 - Action: Shirlyn to finalize L&L schedule and invites

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7. Membership – Amber

- 176 total (lost 2, added 4)
- Lisa and Amber meeting to work the roles transition.

8. Budget – Maggie

- \$15,724.66 balance
- Budget available to do a scholarship to BPC
 - We are pivoting to using the budget for additional certifications at our training day as BPC is booked now

9. Website Updates – Sharon

- Worked through email access with the key team members

10. Next Meeting

May 9th | 2:00 - 3:00 PM PST | Virtual

11. Adjourn

2:30PM

12. Current Actions – Emily

CURRENT ACTIONS:

- ACTION: Send communication for upcoming Happy Hours (Tacoma)
- ACTION: Maggie planning a BPC Happy Hour and scheduling
- ACTION: Shawn working the newsletter for BPC Happy Hour preannouncement
- ACTION: Shawn follow up newsletter on BPC Happy hour as closer
- IN WORK: Shirlyn to work on specifics on how Zoom will be used (login, invite link, registration, etc.)
- ACTION: Shirlyn to finalize L&L schedule and invites

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Metrics for 2024: Each member to keep track of their metrics and update prior to the meeting

2024 Metrics	2024 Goals	Lead	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
BoD Attendance	100% Attendance per mo (with prior notification of conflict)	Chair Shawn	8/9 attend = 89%	8/9, 1 ok =100%	6/9 attend, 3 ok = 100%	6/9 attend, 3 ok = 100%								
BoD Accountability	90% Actions completed or in work by the due date	Secretary Emily	10/11 in work / complete	11/11 in work / complete	7/8 in work / complete									
Membership Count	12.5% growth per year	Members Amber	172	174	178	176								
Live Events	9 events including training day (live/training)	Events Roger	N/A	1 (6 attendees – Portland)	1 (7 attendees – Boise)	Planned for Tacoma April 19th								
Virtual Events	4 per year (try 1 per quarter) Coffee talk/ Lunch and Learn	Vice Chair Shirlyn	N/A	N/A	N/A	N/A								
Accounting Reports	100% on time reports within 10% on budget	Treasurer Maggie	100%	100%	100%	100%								
Communications	Social Media - 52 postings (1 per week)	Comms Sue	1 social	3 social, 1 email	none	TBD								
Marketing	Training day and virtual events posted to national All live and virtual events posted to website	Marketing Sharon	N/A	N/A	N/A	N/A								

○ **Regional Ambassador Program**

Metric	Current	2023 Goal
Regional Ambassadors Jack Kaady – White Salmon, WA – (Shirlyn) Jaime Chenoweth – Boise, Idaho	2	???
New applicants to reach out to: Erin Lavery – Washington		

○ **Training Day**

Metric	2022 Goal	2022 Attendees	2023 Goal	2023 Attendees	2024 Attendees
Training Day Attendees	20	30	50-60	27	Goal 50