

APMP Pacific Northwest Board of Directors December Board Meeting



Date: August 11, 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	Yes
Membership Manager	Erin Lavery	No	Director at Large	Tom Kuhn	Yes
Secretary	Shirlyn Betts	Yes	Director at Large	Lisa Duplessie	No
			Director at Large	Shawn Hopkins	Yes

Agenda:

1. WELCOME!

- Shawn Hopkins
- Lisa Duplessie

2. Attendance

3. Approve July Meeting Minutes – All

- Minutes were approved.

4. BoD Elections

- Outgoing – Erin, Meg, Julie, Amber
- Early call for nominations
- **Amber/Shirlyn** to work together on sending out call out by Sept 15
 - Close by on the 30th, Vote on the 8th to allow them planning for our event
- **Amber** to send BoD descriptions to Shawn and Kelly

5. PNW Training Day – Roger

○ Training Day

Metric	2022 Goal
Training Day Attendees	20

- Getting with event coordinator this Saturday to finalize catering
- Currently about 15 registered
- Loot bags coming along
- Make sure BoD get the info on hotel info

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6. Financials – Maggie

- Current balance: \$14,479.02
- 5 registrations in and sponsorships

7. Communications – Meg – Quarterly

- (Amber) Submit info monthly for inclusion in HQ’s monthly news
- Individual emails via Constant Contact for job openings, etc. that cannot wait
- Each BoD to submit topic
- New BoD Member Features
- Next to go out **Sept 27th** then **Dec 20th**

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. Marketing – Sharon

- Website and Social Media Updates

9. Membership – Erin

- Membership updates

10. 2022 Goals

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

Metric	2021 Average	Oct 2021 Baseline	Last Meeting	Current	2022 Goal
Membership Count	193	177	181	171	210
Newsletter Open Rate	20%	19%	52 (32%)		30%
Newsletter Click Rate	17%	24%	10 (%)		---
Lunch and Learn		5	Later this Mo.	5	36
Coffee Talks	12	6	2	??	
Proposal Rants		--	--	--	
Live Events		--	--	--	
Facebook Reaches	20	18	Page Visits 5 Page Reach 55	Page Visits 1 Page Reach 59	---
Facebook Engagement	9	16	Active Members 69	Active Members 3	25
LinkedIn Members	230	233	249 (47 active)	248 (32 Active)	296
Website	Average	July:			
• Sessions	35.5	31	??		---
• Users	34.5	21	??		---
• Page views	67.2	78	??		---

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- **Regional Ambassador Program.**
 - Need to reassess; reengage with each and give tasks; participation; reach out to new members
 - Need more structure around this program to better involve the Ambassadors in Board initiatives/events

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i>	1	4	8
New applicants to reach out to: Taylor Hall Erin Lavery			

11. Health Check/Round Table

- All doing well

12. Next Meeting

October 8th | 1:00 PM – 2:00 PM PST | Virtual

13. Adjourn

1:50 PM PST