

APMP Pacific Northwest Board of Directors December Board Meeting



Date: December 14, 2022

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

Facilitator: Amber McGlothlin

Attendance:

Position	Name	Present	Position	Name	Present
Chair (exiting)	Amber McGlothlin	Yes	Secretary	Shirlyn Betts	Yes
New Chair (new)	Elizabeth Battaglia	Yes	Communications (exiting)	Meg Whitehouse	No
Co-Chair (exiting)	Julie Dyer	No	Communications Mgr (new)	Sue Gillespie	Yes
Co-Chair (new)	Shawn Hopkins	Yes	Marketing Manager	Sharon Miller	Yes
Membership (exiting)	Erin Lavery	Yes	Events Manager	Roger Campbell	Yes
Membership Mgr (new)	Daniel Kinney-Spears	Yes	Director at Large	Tom Kuhn	Yes
Treasurer	Maggie Wang	Yes	Regional Ambassador	Jack Kaady	Yes

Agenda:

1. WELCOME!
2. Approve Annual Strategic Meeting Minutes – All
3. Training Day Success! – Roger
 - o Training day recap
 - o 2023 calendar of events
 - o *Team to provide inputs on locations and feedback to Roger*
 - o *Roger to add coffee talks to calendar*
4. Updated BoD Terms and Transition of Duties

Position	Name	Term Begins	Term Ends
Chair	Elizabeth Battaglia	01/01/2023	12/31/2024
Vice Chair	Shawn Hopkins	01/01/2023	12/31/2024
Treasurer	Maggie Wang	01/01/2022	12/31/2023
Membership	Daniel Kinney-Spears	01/01/2023	12/31/2024
Secretary	Shirlyn Betts	01/01/2022	12/31/2023
Communication	Sue Gillespie	01/01/2023	12/31/2024
Marketing Manager	Sharon Miller	01/01/2022	12/31/2023
Events Coordinator	Roger Campbell	01/01/2022	12/31/2023
Director at Large	Tom Kuhn	01/01/2022	12/31/2023
Director at Large	Amber McGlothlin	01/01/2023	12/31/2024

- o Those transitioning out have provided resources and a good hand off to ensure success beginning 01/01/2023

APMP Pacific Northwest Board of Directors December Board Meeting



5. 2022/2023 Goals

○ Metrics for 2022

Metric	2021 Average	Oct 2021 Baseline	Last Meeting	Current	2022 Goal
Membership Count	193	177	166	167	210
Newsletter Open Rate	20%	19%	31%	--	30%
Newsletter Click Rate	17%	24%	4%	--	---
Lunch and Learn Coffee Talks Proposal Rants Live Events	12	5 6 -- --	5 5	--	36
Facebook Reaches	20	18	59	--	---
Facebook Engagement	9	16	3	--	25
LinkedIn Members	230	233	248	251	296
Website	Average	July:	June:	--	---
• Sessions	35.5	31	39		---
• Users	34.5	21	39		---
• Page views	67.2	78	16		---

○ Metrics for 2023:

- Each member to keep track of their metrics and update the team prior to the BoD meeting – Shirlyn to keep track each month of metrics

2022 Metrics	2023 Goals	Notes	Lead
BoD Attendance	100% Attendance per mo	With prior notification of conflict and missing a meeting	Chair
BoD Accountability	90% Actions completed / mo	Track and keep group on track	Secretary
Membership Count	200 Members by year end	20% growth by EOY	Membership
Live Events	1 live events per month	- Live - Training	Events
Virtual Events	1 virtual event per month	- Coffee Talks - Lunch and Learn	Vice Chair
Proposal Rants	1 rant per month		Director at Large
Accounting Reports	100% on time reports within 10% on budget	Avoidance of late fees	Treasurer
Communications	4 outreaches a month	- Newsletter - Social media post - Job postings	Communications
Website Publications	100% on time to website 100% on time to National	- Within 30 days posting documentation to the website - Monthly events submitted to national	Marketing

APMP Pacific Northwest Board of Directors December Board Meeting



- **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	2023 Goal
Regional Ambassadors Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i> Erin Lavery	2	4	???
New applicants to reach out to: Taylor Hall			

- **Training Day**

Metric	2022 Goal	Attendees
Training Day Attendees	20	30

- Scheduled for 11/04/2022
- Sold out

6. Financials – Maggie

- Current balance: \$10,779.22;
 - Includes \$4,120 for Board meeting, \$4,112 for training day
 - Move forward with TEAMS and drop the Zoom account
 - *Maggie to cancel the Zoom payment*

7. Communications – Meg

- Individual emails via Constant Contact for job openings, etc. that cannot wait
- New BoD Member Features
- *Meg/Amber Need to get a year end newsletter out to the members*

8. Marketing – Sharon

- Website and Social Media Updates
- *Sharon to email the analytics for us to capture on other social media*

9. Membership – Erin

- Membership updates
- Sharon deleted the WordPress accounts (spam) 2 accounts linking to ours
- Keep an eye out for spam emails

APMP Pacific Northwest Board of Directors December Board Meeting



10. Health Check/Round Table

- All doing well

11. Next Meeting

January 12th | 1:00 - 2:00 PM PST | Virtual

- *Amber to work with Elizabeth on scheduling the next meetings through TEAMS*

12. Adjourn

2:45 PM PST