

APMP Pacific Northwest Board of Directors December Board Meeting



Date: February 10, 2023

Time | Location: 11:00 AM – 12:00 PM | Virtual

Facilitator: Elizabeth Battaglia

Attendance:

Position	Name	Present	Position	Name	Present
Chair	Elizabeth Battaglia	Yes	Marketing Manager	Sharon Miller	Yes
Co-Chair	Shawn Hopkins	Yes	Events Manager	Roger Campbell	Yes
Membership Manager	Daniel Kinney-Spears	Yes	Director at Large	Amber McGlothlin	Yes
Treasurer	Maggie Wang	Yes	Director at Large	Tom Kuhn	No-OK
Secretary	Shirlyn Betts	Yes	Regional Ambassador	Jack Kaady	N/A
Communications Mgr	Sue Gillespie	Yes	Regional Ambassador	Erin Lavery	N/A

Agenda:

1. **WELCOME!** – Elizabeth

2. **Attendance Check**

3. **Approval of Minutes from the January 2023 BoD Meeting** – Shirlyn

- ✓ Team approved the minutes for January BoD Meeting

Approval of Minutes from the January BoD Budget Meeting – Shirlyn

- ✓ Team to reconcile through email on last actions to approve these minutes

4. **Transition** – Elizabeth

- **Have the Communication Transition Issues Been Resolved**
- *ACTION: Basecamp – Amber will show Elizabeth*

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5. Financials – Maggie

- Current balance: \$11,893.88
- Zoom Payment Cancelled
- TEAMS set up and reimbursed to Shawn
 - Currently on free plan in TEAMS (40 minutes per meeting)
- Update on the budget
 - Constant Contact – newsletters and notifications to our members
 - Web based with photos and formatting
 - Chanel to send out emails in a more graphic and table format
 - Can only send our emails, cannot receive emails
 - Sue and Elizabeth would be users
 - Godaddy – email to our members
 - Standard email formatting
 - Our website email goes through godaddy email
 - BoD email account –
 - Who is in charge of managing this email?
 - Sharon accesses the account
 - Daniel as membership to send out the emails members to renew their membership fees through this email
 - Daniel has access to this email and navigating through it, ne is still trying to understand the steps he should be doing
 - The Chair, Membership, Communications would check this in the past. Chair on Monday, Membership on Wednesday, Communications on Friday.
 - *ACTION: Sharon and Daniel to connect on the email account*
 - Microsoft 365 vs Godaddy discussions
 - We got the MS365 TEAMS account
 - *ACTION: Shawn to get familiar with godaddy and see if the TEAMS function can work or if we should keep the separate Microsoft 365 account*
 - Currently keeping all 3 as we have paid for each for the year

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6. Communications – Sue

- Sue is working through her responsibilities and will have an update next month
- Doodle discussion – scheduling tool
 - *ACTION – Sue to give tutorial to Elizabeth on doodle*
- Individual emails via Constant Contact for job openings, etc., that cannot wait
- New BoD Member Features
- Outreach

7. Marketing – Sharon

- LinkedIn - Post views 139 / Active members 12
- Facebook – Reaches 2 / Page Visits 3

8. Membership – Daniel

- Membership updates
 - Total PNW Chapter Members: 186
 - New Members in the last 45 days: 6
 - Expiring in next 60 days (w/o auto renewal): 9
 - *ACTION: Daniel is reaching out to them this week*
- Membership Plan
 - Slack workspace for chapter members to connect as wanting to
 - *ACTION: Daniel to explore how slack would work for the members*

9. Events – Roger

- Update on the Event in Portland
 - Great event, good discussions and turn out (6 attendees)
 - Team training needed on email
 - Roger can then send out the meeting invites instead of Sharon. Historically it was done through marketing
 - *ACTION: Need to discuss who should be the one managing the email invitation out to the members on the event*
 - Ensure that everyone in the region gets an invite (Tom was not invited to the event)
- Feb 22 event – in Tacoma – Roger to host

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10. Vice Chair – **Shawn**

- Lunch and Learns – Shawn working the agenda, speakers, and schedule
 - Proposal to do them quarterly
 - What is the gift card for? \$25.00 amazon card to email
- TEAMS trying to set up the account on a separate computer, more updates next month on the progress

11. Secretary – **Shirlyn** – Updates

- **Past Actions**
 1. *Amber to show Elizabeth Basecamp tutorial*
 2. *Shawn needs more training on the process and how we did L&L last year*
 3. **COMPLETE** - *Amber to provide the metrics on L&L to Elizabeth*
 4. *Tom to set up the schedule for rants and send to Sharon for the website and Roger for the calendar*
 5. **COMPLETE** - *Maggie to continue to pause the Zoom payment for one more month*
 - *Canceled Zoom per our budget meeting and TEAMS confirmation*
 6. **COMPLETE** - *Shawn to investigate the pricing to TEAMS and provide to the team via email*
 - *TEAMS replacing zoom (apmp.pnw.vicechair@gmail.com).*
 7. **COMPLETE** - *Sue needs to still connect with Meg / Amber to help*
 8. **COMPLETE** - *Sharon needs the photos for the team for the website (Shawn/ Elizabeth/ Sue/ Amber/ Daniel)*
 9. *Sharon to check Facebook admins and update with current BoD*
 10. *Daniel to reach out to each member that is up for renewal*
 11. **COMPLETE** - *Daniel to send the membership map to the Roger*
 12. **COMPLETE** - *Roger to send Sharon the details on the Portland Event*
 13. **COMPLETE** - *Sharon to send out the emails to promote the event*
 14. **COMPLETE** - *Roger confirm with Jack if he will host Portland event*
 15. **COMPLETE** - *Roger to resend the event calendar to the team*
 16. *TEAM to provide inputs on locations and feedback to Roger*

(Pinned) TEAM - Need to discuss our scholarship program (conference/training)

(Pinned) TEAM to discuss the virtual event cadence (next meeting)

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○ Current Actions

1. Amber to show Elizabeth Basecamp tutorial
2. Amber to work with Daniel on additional training on Membership
3. Tom to set up the schedule for rants and send to Sharon for the website and Roger for the calendar
4. Sue to give tutorial to Elizabeth on Doodle platform
5. **COMPLETE** - Sharon to provide training on godaddy account
6. Sharon to check Facebook admins and update with current BoD
7. Daniel to reach out to each member that is up for renewal
8. Daniel to explore how slack would work for the members and the benefits
9. Shawn to work the L&L schedule and plan
10. TEAM to provide inputs on locations and feedback to Roger
11. **(Next meeting)** TEAM to discuss who should be the one managing the email out to the members on the events (live/virtual)
12. **(Next Meeting)** TEAM to discuss our scholarship program (conference/training)
13. **(Next Meeting)** TEAM to discuss the virtual event cadence
14. **(Through the year)** Shawn to get familiar with godaddy and see if the TEAMS function can work or if we should keep the separate Microsoft 365 account

- **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	Jan	Feb	Notes	Lead
BoD Attendance	100% Attendance / mo.	100%	100%	With prior notification of conflict	Chair Elizabeth
BoD Accountability	90% Actions completed / mo.	5/6 = 83%	10/16 = 63%	Track and keep group on track	Secretary Shirlyn
Membership Count	200 Members by EOY	171	186	20% growth by EOY	Membership Daniel
Live Events	1 live event / mo.	1 Portland	1 Tacoma	- Live - Training	Events Roger
Virtual Events	1 virtual event / mo.	N/A	N/A	- Coffee Talks - Lunch and Learn	Vice Chair Shawn
Proposal Rants	1 rant / mo.	N/A	N/A	Live or virtual	Director at Large Tom
Accounting Reports	100% on time reports within 10% on budget	100%	100%	Avoidance of late fees	Treasurer Maggie
Communications	4 outreaches / mo.	???	2 emails	- Newsletter - Social media post - Job postings	Communications Sue
Website Publications	100% on time website 100% on time National	???	???	- Within 30 days posting documentation to the website - Monthly submit to national	Marketing Sharon

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- **Regional Ambassador Program**

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	2022 Attendees	2023 Goal	2023 Attendees
Training Day Attendees	20	30	???	TBD

12. Health Check/Round Table

13. Next Meeting

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

14. Adjourn

12:07 PM PST