

APMP Pacific Northwest Board of Directors December Board Meeting



Date: January 12, 2023

Time | Location: 1:00 – 2:00 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. **Approve Annual Strategic Meeting Minutes** – Shirlyn
 - ✓ Team approved the minutes for December
3. **Motion to move our meetings from 1:00 - 2:00**
4. **Attendance Check**
5. **Transition**
 - Amber to show Elizabeth Basecamp tutorial
6. **Travel and Conferences for 2023 – Board Input**
 - Conferences – discussions on the B&P con and what we usually do
 - We do host a PNW event at the B&P Con
 - We do offer scholarships for conference attendance
 - *Need to discuss our scholarship program (conference and training)*

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7. Virtual Events – **Shawn & Tom**

Lunch and Learns / Coffee Talks

- Plan to do it quarterly and provide a \$25 gift card to the speaker
- Need to discuss the cadence of this, currently we have the metrics of 1 time per month for a virtual event
- Discussion on who promotes the events – Marketing or Co-Chair
- Tabled for more information and discussion with the team
- *Shawn needs more training on the process and how we did them last year*
- *Amber to provide the metrics on L&L to Elizabeth*
- *Shawn to get Sharon the schedule for the website once we have it outlined*

Rants

- *Tom going to set up the schedule*
- *Tom to get the updates to Sharon for the website and Roger for the calendar*

8. Financials – **Maggie**

- Current balance: \$10,567.22
- Annual filing and reporting

Zoom

- \$20 per month for zoom
- Ongoing Action - *Maggie to continue to pause the Zoom payment for one more month*
- Investigate other options and costs (APMP Chapter owned) – TEAMS/others?
 - *Microsoft 365 - \$4-\$22 per month*
- *Shawn to investigate the pricing and provide to the team via email*
- <https://www.microsoft.com/en-us/microsoft-teams/compare-microsoft-teams-options?activetab=pivot%3aprimar1>

Budget Review

- Need to have a separate meeting scheduled for this
- Elizabeth to set up the TEAMS meeting for Thursday 1/19 at 2:00PM

9. Communications – **Sue**

- Pushed to next meeting
- *Sue needs to still connect with Meg*
- *Amber to help Sue with learning about the communication needs*

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10. Marketing – Sharon

- Website and Social Media Updates; 251 on LinkedIn, 2 post views, followers 81, 3 post reaches
- Analytics Update – Email us to capture on other social media
- Sharon updated the non-board members from LinkedIn admin and added new board members (Shawn/Elizabeth/Daniel)
- *Sharon needs the photos for the team for the website (Shawn/ Elizabeth/ Sue/ Amber/ Daniel)*
- *Sharon to check Facebook admins and update*

11. Membership – Daniel

- Membership updates
 - Total PNW Chapter Members: 171
 - New Members in the last 45 days: 1
 - Expiring in next 60 days (w/o auto renewal): 16
- *Daniel to reach out to each that are up for renewal*
- Membership Plan
- *Daniel to send the membership map to the BoD team*

12. Events – Roger

- Coffee Talk – Added to Calendar Update
- Any Additional Updates Needed
- Pushing the Portland event to Feb 1st
- *Roger to send Sharon the details on the Portland Event*
- *Sharon to send out the emails to promote the event*
- *Roger confirm with Jack as a host – if not him then another BoD*
- *Roger to resend the calendar to the team*
- *Team to provide inputs on locations and feedback to Roger*

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13. Secretary – Shirlyn

○ Past Actions

- *Team to provide inputs on locations and feedback to Roger*
- ✓ *Roger to add coffee talks to calendar*
- ✓ *Meg/Amber need to get a year-end newsletter out to the members*
- ✓ *Sharon to email the analytics for us to capture on other social media*
- ✓ *Amber to work with Elizabeth on scheduling the next meetings through TEAMS*

○ Current Actions

1. *Amber to show Elizabeth Basecamp tutorial*
2. *TEAM - Need to discuss our scholarship program (conference and training)*
3. *Shawn needs more training on the process and how we did L&L last year*
4. *Amber to provide the metrics on L&L to Elizabeth*
5. *TEAM to discuss the virtual event cadence*
6. *Tom to set up the schedule for rants*
7. *Tom to get the rant updates to Sharon for the website and Roger for the calendar*
8. *Maggie to continue to pause the Zoom payment for one more month*
9. *Shawn to investigate the pricing to TEAMS and provide to the team via email*
10. *Sue needs to still connect with Meg / Amber to help*
11. *Sharon needs the photos for the team for the website (Shawn/ Elizabeth/ Sue/ Amber/ Daniel)*
12. *Sharon to check Facebook admins and update with current BoD*
13. *Daniel to reach out to each member that is up for renewal*
14. *Daniel to send the membership map to the BoD team*
15. *Roger to send Sharon the details on the Portland Event*
16. *Sharon to send out the emails to promote the event*
17. *Roger confirm with Jack if he will host Portland event, or another BoD*
18. *Roger to resend the event calendar to the team*
19. *TEAM to provide inputs on locations and feedback to Roger*

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- **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	January	Notes	Lead
BoD Attendance	100% Attendance per mo	100%	With prior notification of conflict and missing a meeting	Chair Elizabeth
BoD Accountability	90% Actions completed / month	5/6 = 83%	Track and keep group on track	Secretary Shirlyn
Membership Count	200 Members by year end	171	20% growth by EOY	Membership Daniel
Live Events	1 live events per month		- Live - Training	Events Roger
Virtual Events	1 virtual event per month		- Coffee Talks - Lunch and Learn	Vice Chair Shawn
Proposal Rants	1 rant per month		Live or virtual	Director at Large Tom
Accounting Reports	100% on time reports within 10% on budget	On Track	Avoidance of late fees	Treasurer Maggie
Communications	4 outreaches a month		- Newsletter - Social media post - Job postings	Communications Sue
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 Sharon

- **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

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14. Calendar of Availability – [Planned Absences](#)

15. Health Check/Round Table

- All doing well

16. Next Meeting

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

17. Adjourn

2:13 PM PST