

APMP Pacific Northwest Board of Directors December Board Meeting



Date: July 15, 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	
Co-Chair (exiting)	Julie Dyer		Marketing Manager	Sharon Miller	Yes
Treasurer	Maggie Wang	Yes	Events Manager	Roger Campbell	
Membership Manager	Erin Lavery	No	Director at Large	Tom Kuhn	
Secretary	Shirlyn Betts	Yes	Director at Large	Lisa Duplessie	Yes

Agenda:

1. WELCOME!
2. Attendance
3. Approve June Meeting Minutes – All
 - o Minutes were approved.
4. PNW Training Day – Roger

o Training Day

Metric	2022 Goal
Training Day Attendees	20

- o Shirts/name tags for Board members?
 - More discussions needed
 - o Maggie to re email the BoD the info on our ways to pay for training
 - o Giveaways at the end – training day or certification fees paid
5. Financials – Maggie
 - o Current balance: \$13,684.02
 - o Rebate received 05/06/2022 for \$1,275.00
 - o Reimbursement for BPC dinner and reservation to training

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6. Communications – Meg

- (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

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	

7. Marketing – Sharon

- Website and Social Media Updates
- Posts on training day going on

8. Membership – Erin

- Membership updates
- Several members responding that no membership email has been sent on renewing membership
- Erin going to make sure to reach out to the individuals that are coming due

9. 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	179	181	210
Newsletter Open Rate	20%	19%	N/A	52 (32%)	30%
Newsletter Click Rate	17%	24%	N/A	10 (%)	---
Lunch and Learn		5	N/A	Later this Mo.	36
Coffee Talks	12	6	5	2	
Proposal Rants		--	--	--	
Live Events		--	--	--	
Facebook Reaches	20	18	Page Views 9 Post Reach 4	Page Visits 5 Page Reach 55	---
Facebook Engagement	9	16	Active Members 69	Active Members 69	25
LinkedIn Members	230	233	247 (37 active)	249 (47 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			

10. Health Check/Round Table

- All doing well

11. Next Meeting

August 11th | 1:00 PM – 2:00 PM PST | Virtual

12. Adjourn

1:30 PM PST