

APMP Pacific Northwest Board of Directors December Board Meeting



Date: March 14, 2024

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

Facilitator: Shawn Hopkins

Attendance:

Position	Name	Present	Position	Name	Present
Chair (Acting)	Shawn Hopkins	Yes	Marketing Manager	Sharon Miller	Yes
Co-Chair	Shirlyn Betts	Yes	Events Manager	Roger Campbell	Yes
Membership Manager	Amber McGlothlin	No	Director at Large	Lisa Duplessie	Yes
Treasurer	Maggie Wang	No	Regional Ambassador	Jack Kaady	N/A
Secretary	Emily Nanni	Yes	Regional Ambassador	Jaime Chenoweth	N/A
Communications Mgr	Sue Gillespie	No			

Agenda:

1. **WELCOME! – Shawn**
2. **Approval of Minutes - Shawn**
3. **Attendance Check - Emily**
4. **Membership – Amber (in absentia)**
 - Now at 178 members (January was 172, February was 174)
 - New Members: Sarah Heady, Teresa Escobar, Carver Stellmom, and Kelly Meagher
 - May see new individuals in KC and ATL join, from Shawn’s coworkers
5. **Happy Hour Updates – Roger**
 - Next Happy Hour is in Tacoma on April 19th at Old Hangout in Elks Temple
 - Training Day Sub-Committees starting to meet – tentative date for Training Day is Sept 6, 2024
 - Reach out to Roger to join the Sub-Committee Meeting
 - Considering Sept as BoD annual meeting, may make a separate date, TBD
 - **ACTION: Shirlyn to reach out to CA Chapter and check their dates for Training Day (considering 9/6 or 9/13 for PNW)**
6. **Lunch & Learns – Shirlyn**
 - Leann Neuman (PNW & National BoD Member) – Tues April 9th “Growing APMP Involvement Through Membership”
 - Roger – June Date TBD “Professional & Career Development: Mentorship”

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- Lisa – Q3 TBD Date – “Content Management – Reusable Content Tools” (not Sept 6th)
- Leverage Zoom platform
- **IN WORK:** Shirlyn to work on specifics on how Zoom will be used (login, invite link, registration, etc.)

7. System Training – Shawn

- Cross-training on systems – Amber has some experience on Constant Contact
- **ACTION:** Shawn to work with Shirlyn and follow-up with Sue to get Constant Contact login details (PNW BoD login)

8. Communications Update – Sue

- **ACTION:** Send communication for upcoming Happy Hours (Tacoma)

9. Budget – Maggie

- Budget reviewed since last Board Meeting
- \$1,300 budget/scholarship planned for New Orleans BPC registration

10. Website Updates – Sharon

- Access to Board Email Account
- **ACTION:** Sharon to work with Shawn to get access via Microsoft 365

11. Next Meeting

April 11th | 2:00 - 3:00 PM PST | Virtual

12. Adjourn

2:30 PM PST

13. Current Actions – Emily

14. **CURRENT ACTIONS:**

- **IN WORK:** Shawn to work with Sue on a wrap-up email for this month’s newsletter
- **ACTION:** Send communication for upcoming Happy Hours (Tacoma)
- **ACTION:** Sharon to work with Shawn to get access via Microsoft 365

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- ACTION: Shawn to work with Shirlyn and follow-up with Sue to get Constant Contact login details (PNW BoD login)
- IN WORK: Shirlyn to work on specifics on how Zoom will be used (login, invite link, registration, etc.)
- ACTION: Shirlyn to reach out to CA Chapter and check their dates for Training Day (considering 9/13 for PNW)

Metrics for 2024: Each member to keep track of their metrics and update prior to the meeting

2024 Metrics	2024 Goals	Lead	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
BoD Attendance	100% Attendance per mo (with prior notification of conflict)	Chair Shawn	8/9 attend = 89%	8/9, 1 ok = 100%	6/9 attend, 3 ok = 100%									
BoD Accountability	90% Actions completed or in work by the due date	Secretary Emily	10/11 in work / complete	11/11 in work / complete	7/8 in work / complete									
Membership Count	12.5% growth per year	Members Amber	172	174	178									
Live Events	9 events including training day (live/training)	Events Roger	N/A	1 (6 attendees – Portland)	1 (7 attendees – Boise)									
Virtual Events	4 per year (try 1 per quarter) Coffee talk/ Lunch and Learn	Vice Chair Shirlyn	N/A	N/A	N/A									
Accounting Reports	100% on time reports within 10% on budget	Treasurer Maggie	100%	100%										
Communications	Social Media - 52 postings (1 per week)	Comms Sue	1 social	3 social, 1 email	TBD									
Marketing	Training day and virtual events posted to national All live and virtual events posted to website	Marketing Sharon	N/A	N/A	N/A									

○ **Regional Ambassador Program**

Metric	Current	2023 Goal
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Regional Ambassadors Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i> Jaime Chenoweth – Boise, Idaho	2	???
New applicants to reach out to: Erin Lavery – Washington		

o **Training Day**

Metric	2022 Goal	2022 Attendees	2023 Goal	2023 Attendees	2024 Attendees
Training Day Attendees	20	30	50-60	27	???