

APMP Pacific Northwest Board of Directors December Board Meeting



Date: May 12, 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	No
Co-Chair (exiting)	Julie Dyer	N/A	Marketing Manager	Sharon Miller	Yes
Treasurer	Maggie Wang	Yes	Events Manager	Roger Campbell	Yes
Membership Manager	Erin Lavery	Yes	Director at Large (Marketing)	Diana Parker	No
Secretary	Shirlyn Betts	Yes	Director at Large	Tom Kuhn	No

Agenda:

1. **WELCOME!**
2. **Attendance**
3. **Approve April Meeting Minutes – All**
 - o The minutes sent around were approved.
4. **BPC PNW Event**
 - o Schedule member event during BPC (Maggie will be POC)
 - o Special mailing to go out (05/16/2022) as well as LinkedIn posts
 - o 18 registered for the chapter going – 6 interested
 - o Approval to up the budget on this event to allow for onsite restaurant location

5. PNW Training Day – Roger

o Training Day

Metric	2022 Goal
Training Day Attendees	20

- o Present for Board approval
- o Estimated November 4th training /Annual meeting 5th
- o Catering and location plan – Roger
- o Schedule and Speakers – Amber
- o All agreed to move forward with the training

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6. Financials – Maggie

- Current balance: \$14,141.30
- We received our national rebate

7. 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 (volunteers needed for Nov and Dec 2022)
- 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	

8. Marketing – Sharon

- Website and Social Media Updates

9. Membership – Erin

- Membership updates

10. 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	179	210
Newsletter Open Rate	20%	19%	31%	N/A	30%
Newsletter Click Rate	17%	24%	4%	N/A	---
Lunch and Learn		5	65	??	36
Coffee Talks	12	6	4	5	
Proposal Rants		--	--	??	
Live Events		--	--	--	
Facebook Reaches	20	18	Post Reach 2	Page Views 9 Post Reach 4	---
Facebook Engagement	9	16	Active Members 68	Active Members 69	25
LinkedIn Members	230	233	247 (64 active)	247 (37 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 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			

11. Health Check/Round Table

- All doing well

12. Next Meeting

June 9th | 1:00 PM – 2:00 PM PST | Virtual

13. Adjourn

2:04 PM PST