

APMP Pacific Northwest Board of Directors December Board Meeting



Date: May 9, 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	No/OK	Events Manager	Roger Campbell	Yes
Membership Manager	Amber McGlothlin	Yes	Director at Large	Lisa Duplessie	Yes
Treasurer	Maggie Wang	Yes	Regional Ambassador	Jack Kaady	No/OK
Secretary	Emily Nanni	Yes	Regional Ambassador	Jaime Chenoweth	No/OK
Communications Mgr	Sue Gillespie	Yes			

Agenda:

1. **WELCOME! – Shawn**
2. **Approval of Minutes – Shawn**
3. **Attendance Check – Emily**
4. **2024 Training Day update- Roger**
 - Anderson School, same venue as last year is available
 - September 13th – preferred date
 - Maxwell House (Seattle Center) – more expensive venue option – Roger exploring options here
 - Once done, then decision can be made to move forward with a venue – downtown is more of a destination
5. **Happy Hour Updates – Roger**
 - April 19th – Tacoma – great turnout (7 people)
 - Training day committee team set up
 - Next one is May 22nd, more details coming soon – Bothell, WA
6. **Website Updates – Sharon**
 - Can we load our meeting minutes here?
 - 2021 is the latest versions available on the website
 - **ACTION:** Upload previous meeting minutes
7. **Membership – Amber**
 - 173 total (lost 3, added 1)

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- Sarah Rodgers (4/30/2024) – newest member
- Memberships expiring have been sent reminder notices to renew

8. Budget – Maggie

- \$15,443.08 balance
- Only expense is Tacoma Happy Hour
- Ask for members to start approaching for sponsors for training day

9. BPC – Maggie, Shirlyn, Lisa will attend for the BoD, Others?

- So far, there are 9 people going and have RSVP'd for the PNW event.
 - ACTION: Shawn working the newsletter for BPC Happy Hour preannouncement
 - ACTION: Shawn follow up newsletter on BPC Happy hour as closer
- Latitude 29 is the dinner location.
 - Monday 5:30-6:30 <https://latitude29nola.com/>
 - Action: Sponsorships still pending (Maggie & Sophie)

10. Lunch & Learns – Shirlyn

- Schedule in work, will get the final schedule up shortly
- Working the Zoom and the email sync to test run and then will get the invites out
 - Action: Shirlyn to finalize L&L schedule and invites

11. Communication

- Constant Contact & Social – recognizing sponsorships, and to spread the word for organizations to support with sponsors

12. Next Meeting

June 13th | 2:00 - 3:00 PM PST | Virtual

13. Adjourn

2:30PM

14. Current Actions – Emily

CURRENT ACTIONS:

- ACTION: Send communication for upcoming Happy Hours (Bothell)
- ACTION: Shawn working the newsletter for BPC Happy Hour preannouncement
- ACTION: Shawn follow up newsletter on BPC Happy hour as closer

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- IN WORK: Shirlyn to work on specifics on how Zoom will be used (login, invite link, registration, etc.)
- ACTION: Shirlyn to finalize L&L schedule and invites
- Action: Sponsorships still pending (Maggie & Sophie)
- ACTION: Upload previous meeting minutes

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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	Jun	Jul	Aug	Sep	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%	6/9 attend, 3 ok = 100%	6/9, 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	4/6 work complete								
Membership Count	12.5% growth per year	Members Amber	172	174	178	176	173							
Live Events	9 events including training day (live/training)	Events Roger	N/A	1 (6 attendees – Portland)	1 (7 attendees – Boise)	4/19 - Tacoma	1 planned for 5/22, Bothell							
Virtual Events	4 per year (try 1 per quarter) Coffee talk/ Lunch and Learn	Vice Chair Shirlyn	N/A	N/A	N/A	N/A	N/A							
Accounting Reports	100% on time reports within 10% on budget	Treasurer Maggie	100%	100%	100%	100%	100%							
Communications	Social Media - 52 postings (1 per week)	Comms Sue	1 social	3 social, 1 email	none	TBD	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	N/A	N/A							

o **Regional Ambassador Program**

Metric	Current	2023 Goal
Regional Ambassadors Jack Kaady – White Salmon, WA – (Shirlyn) 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	Goal 50