

APMP Pacific Northwest Board of Directors December Board Meeting



Date: October 20, 2022

Time | Location: 1:30 – 2:30 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	Yes	Marketing Manager	Sharon Miller	No
Treasurer	Maggie Wang	Yes	Events Manager	Roger Campbell	Yes
Membership Manager	Erin Lavery	Yes	Director at Large	Tom Kuhn	Yes
Secretary	Shirlyn Betts	Yes	Director at Large	Lisa Duplessie	No
			Director at Large	Shawn Hopkins	No

Agenda:

1. WELCOME!
2. Attendance
3. Approve September Meeting Minutes – All
4. BoD Elections
 - o Review and vote on nominees
Approval of the following positions
 - **Amber** to call them and send confirmation and ask if they would be able to join for the 5th planning meeting

Position	Name	Vote
Director at Large	Amber McGlothlin	Vote Yes through email
Membership	Daniel Kinney-Spears	Vote Yes through email
Communications	Sue Gillespie	Vote Yes through email
Chair	Elizabeth Battaglia	Vote Yes through email
Vice Chair	Shawn Hopkins	Vote Yes through email

5. PNW Training Day – Roger
 - o Records and make available the training day
 - Ask if we can share the slides
 - Not going to record the sessions
 - o We are sold out on the 30 seats

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6. Financials – Maggie

- Current balance: \$15,347.13; includes rebate submitted
- Constant contact has increased due to membership increase
 - Need to clean up the email list – how to clean it up
 - We want to keep below 500 vs above 500 (charges double)
 - **Maggie** working on how to prepay vs monthly pay
- **Maggie** checking on Godaddy charges also

7. Communications – Meg

- (Amber) Submit info monthly for inclusion in HQ's monthly news; include speaker names/topics in next HQ email
- 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 - 166 members currently

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	167	166	210
Newsletter Open Rate	20%	19%	??	N/A	30%
Newsletter Click Rate	17%	24%	??	N/A	---
Lunch and Learn		5	5	???	36
Coffee Talks	12	6	1	8	
Proposal Rants		--	--	--	
Live Events		--	--	--	
Facebook Reaches	20	18	Page Visits 1 Page Reach 59	??	---
Facebook Engagement	9	16	Active Members 3	??	25
LinkedIn Members	230	233	248	??	296

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			(32 Active)	
Website	Average	July:		
• Sessions	35.5	31	??	---
• Users	34.5	21	??	---
• Page views	67.2	78	??	---

○ **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	1	4	8
Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i> Erin Lavery			
New applicants to reach out to:			
Taylor Hall			

○ **Training Day.**

Metric	2022 Goal
Training Day Attendees	20

- Scheduled for 11/04/2022
- Currently 30 people signed up

11. Health Check/Round Table

- All doing well

12. Next Meeting

November 5th | 9:00 AM – 3:00 PM PST | Live 2023 Planning Session

13. Adjourn

2:32 PM PST