

APMP Pacific Northwest Board of Directors December Board Meeting



Date: October 10, 2023

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	N/A	N/A	Events Manager	Roger Campbell	Yes
Membership Manager	Amber McGlothlin	No-OK	Director at Large	N/A	N/A
Treasurer	Maggie Wang	Yes	Regional Ambassador	Jack Kaady	N/A
Secretary	Shirlyn Betts	Yes	Regional Ambassador	Jaime Chenoweth	N/A
Communications Mgr	Sue Gillespie	No-OK			

Agenda:

1. **WELCOME! – Shawn**
2. **Attendance Check**
3. **Budget – Maggie**
 - \$15,712.36
 - No spending in the past month, but 3 sponsorship transactions added.
 - Q3 Membership Rebate application sent on 10/4/2023
4. **BoD Annual Meeting**
 - November 2nd | 12:00 - 6:00 PM PST | Live
 - Team meets for Lunch at 12:00 if available
 - **ACTION:** Roger to find a lunch location for the lunch
 - Start actual meeting at 1:00 PM
 - RESIDENCE INN SEATTLE
 - 114TH AVENUE SE, BELLEVUE, WASHINGTON, USA, 98004
 - Others will dial in virtually to attend
 - **ACTION:** Shawn to set up a virtual meeting invite

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5. Training session discussion – Roger

- Currently about 20 attendees either registered or tentative
- Can fit 100 people - Realistic should shoot for 50-60 people attending
 - If we get over 30 attendees (from last time) would be good
- Shirlyn recapped about Western Conference
- One more speaker needed
 - **ACTION:** *Shawn to provide a contact to Amber for a possible last person speaker option*
- Marketing plan 6 planned newsletters/social post
 - Starting to send out each week
 - **ACTION:** *Shirlyn and Sue/Sharon work the marketing for the training*
 - **Facebook and LinkedIn posts**
 - **ACTION:** *Shirlyn to push Western Chapter and National on support*
 - **ACTION:** *Sue to work the marketing of the scholarships in joint with the training marketing*
- Insurance for the training day
 - **ACTION:** *Maggie to purchase the insurance*

6. Lunch and Learn – Shawn

- December topic on AI
- Agree to proceed with this one but try new topics next time
 - **ACTION:** *Shawn set up the link and meeting invite for the L&L*

7. Membership – Amber

- Now at 186 members

8. Next Meeting

November 2nd | 1:00 - 6:00 PM PST | Live

9. Adjourn

2:24 PM PST

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10. Past Actions – Shirlyn

- *In Work:* Shirlyn and Sue work the marketing for the training event
- **COMPLETE:** Shirlyn to forward our marketing materials to Western Chapter
- **COMPLETE:** Amber to forward our Training info to National
- **COMPLETE (Add into the newsletters):** Shirlyn and Sue to work the marketing of the scholarships in joint with the training marketing
- **COMPLETE:** Shawn work on locations, time, and agenda for the BoD Annual meeting
- **COMPLETE:** Amber to provide the past BoD Annual Meeting agenda
- **ACTION:** Roger to conduct additional (e.g., happy hour) events in October and December
- *In Work:* Sue to take lead on sending out a questionnaire to our members and what they would like to see from the Chapter (events, lunch and learn, coffee talks)
- *In Work:* Amber and Shirlyn to connect on members and what months to update the membership metrics in the below table

11. Current Actions – Shirlyn

- **ACTION:** Roger to find a lunch location for the BoD Annual Meeting Lunch
- **ACTION:** Shawn to set up a virtual meeting invite for the BoD Annual Meeting
- **ACTION:** Shawn to provide a contact to Amber for a possible last speaker option
- **ACTION:** Shirlyn and Sue/Sharon work the marketing for the training
 - **Sharon - Facebook and LinkedIn posts**
 - **Sue - Newsletters**
- **ACTION:** Shirlyn to push Western Chapter and National on support
- **ACTION:** Sue to work the marketing of the scholarships in joint with the training marketing
- **ACTION:** Maggie to purchase the insurance
- **ACTION:** Shawn set up the link and meeting invite for the L&L
- **ACTION:** Roger to conduct additional (e.g., happy hour) events in October and December
- *In Work:* Sue to take lead on sending out a questionnaire to our members and what they would like to see from the Chapter (events, lunch and learn, coffee talks)
- *In Work:* Amber and Shirlyn to connect on members and what months to update the membership metrics in the below table

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Metrics for 2023: Each member to keep track of their metrics and update prior to the meeting

2022 Metrics	2023 Goals	Jan	Feb	March	April	May	June	July	Aug	Sep	Notes	Lead
BoD Attendance	100% Attendance / mo.	100%	100%	90%	100%	90%	100%	100%	88%	100%	With prior notification of conflict	Chair Shawn
BoD Accountability	90% Actions completed / mo.	5/6 = 83% All others in work	10/16 = 63% All others in work	10/13 = 76% All others in work	8/12 = 80% All others in work	10/12 = 83% All others in work	5/8 = 63% All others in work	5/5 = 100% All others in work	4/6 = 67% All others in work	7/9 = 78% All others in work	Track and keep group on track	Secretary Shirlyn
Membership Count	200 Members by EOY	171	186	TBD	TBD	173	173	185	184	186	20% growth by EOY	Members Amber
Live Events	1 live event / mo.	Feb 1 Portland Qty 7	Feb 22 Tacoma Qty 5	Mar 28 Bothell Qty 3	April 12 Boise Qty 3	May 22 BPC Qty 9	N/A	N/A	N/A	N/A	- Live - Training	Events Roger
Virtual Events	1 virtual event / mo.	N/A	N/A	N/A	N/A	May 31 L&L Qty 24	N/A	N/A	N/A	N/A	- Coffee Talks - Lunch and Learn	Vice Chair Shawn
Accounting Reports	100% on time reports within 10% on budget	100%	100%	100%	100%	100%	100%	100%	100%	100%	Avoidance of late fees	Treasurer Maggie
Comms	4 outreaches / mo.	N/A	2 emails	3 emails	1 email Posts on SM	3 emails Posts on SM	N/A	N/A	N/A	2 for the training	- Newsletter - Social media post - Job postings	Comms Sue
Website Publications	100% on time website 100% on time National	100%	100%	TBD	TBD	TBD	TBD	TBD	TBD	TBD	1 for the training day - Within 30 days posting docs to the website - Monthly submit to national	Marketing Sharon

o **Regional Ambassador Program**

Metric	Current	2020 Goal	2023 Goal
Regional Ambassadors Jack Kaady – White Salmon, WA – (<i>Shirlyn</i>) Jaime Chenoweth – Boise, Idaho	2	4	???
New applicants to reach out to: Erin Lavery – Washington			

o **Training Day**

Metric	2022 Goal	2022 Attendees	2023 Goal	2023 Attendees
Training Day Attendees	20	30	50-60	TBD