

# APMP Pacific Northwest Board of Directors December Board Meeting



**Date:** September 15, 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	Yes
Co-Chair (exiting)	Julie Dyer	Yes	Marketing Manager	Sharon Miller	No
Treasurer	Maggie Wang	No	Events Manager	Roger Campbell	Yes
Membership Manager	Erin Lavery	No	Director at Large	Tom Kuhn	No
Secretary	Shirlyn Betts	No	Director at Large	Lisa Duplessie	No
			Director at Large	Shawn Hopkins	Yes

## Agenda:

1. **WELCOME!**
2. **Attendance**
3. **Approve August Meeting Minutes – All**
  - o Minutes were approved.
4. **BoD Elections**
  - o Outgoing – Erin, Meg, Julie, Amber
  - o Early call for nominations
5. **PNW Training Day – Roger**
  - o **Training Day**

Metric	2022 Goal
Training Day Attendees	20

- o Expecting final catering estimate from event coordinator by 9/16
  - o Currently 20 registered
  - o Shipley joined as a sponsor (providing \$1000 books to raffle)
6. **Financials – Maggie**
    - o Current balance: \$15,982.02

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## 7. Communications – Meg – Quarterly

- Sept 27<sup>th</sup> issue to focus on Training Day with presenters, topics, and food info

## 8. Marketing – Sharon

- N/A

## 9. Membership – Erin

- N/A

## 10. 2022 Goals

- **The 30 in '22 Plan.** We will increase membership engagement by 30%.

- **Metrics:** nothing new available except membership count

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	

Metric	2021 Average	Oct 2021 Baseline	Last Meeting	Current	2022 Goal
Membership Count	193	177	181	167	210
Newsletter Open Rate	20%	19%	52 (32%)	??	30%
Newsletter Click Rate	17%	24%	10 (%)	??	---
Lunch and Learn	12	5	Later this Mo.	5	36
Coffee Talks		6	2	1	
Proposal Rants		--	--	--	
Live Events		--	--	--	
Facebook Reaches	20	18	Page Visits 5 Page Reach 55	Page Visits 1 Page Reach 59	---
Facebook Engagement	9	16	Active Members 69	Active Members 3	25
LinkedIn Members	230	233	249 (47 active)	248 (32 Active)	296
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

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Metric	Current	2020 Goal	2021 Goal
<b>Regional Ambassadors</b> Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i>	1	4	8
<b>New applicants to reach out to:</b> Taylor Hall Erin Lavery			

## 11. Health Check/Round Table

- All doing well

## 12. Next Meeting

October 13<sup>th</sup> | 1:00 PM – 2:00 PM PST | Virtual

## 13. Adjourn

1:40 PM PST