

APMP Pacific Northwest Board of Directors December Board Meeting



Date: September 14, 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	No
Co-Chair	N/A	N/A	Events Manager	Roger Campbell	Yes
Membership Manager	Amber McGlothlin	Yes	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	Yes			

Agenda:

1. **WELCOME! – Shawn**
2. **Attendance Check**
3. **Training session discussion – Roger**
 - Review the training plans
 - 2 approved partner (meals) and 1 approved sponsor (swag)
 - 3 confirmed speakers
 - Additional speakers in work – cannot be pushing a product
 - Marketing plan 6 planned newsletters/social post
 - Starting to send out next week
 - Add in a call for additional sponsorships and partners
 - Promote the Western training (they promote ours too)
 - Can fit 100 people - Realistic should shoot for 50-60 people attending
 - Approval to move forward with \$99 per person fee to attend
 - Include a label on the food what is vegetarian and gluten free
 - **ACTION:** *Shirlyn and Sue work the marketing for the training events*
 - **ACTION:** *Shirlyn to forward our marketing materials to Western Chapter*
4. **PNW BoD Annual Meeting – Shawn**
 - Confirming where we will meet
 - Start at about noon – confirming this
 - In person – Shawn, Roger, Maggie, Shirlyn,
 - Virtual – Amber, Sue, Sharon
 - **ACTION:** *Shawn work on options for locations, time, and agenda*
 - **ACTION:** *Amber to provide the past BoD Annual Meeting agenda*

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5. Budget – Maggie

- \$13,962.36

6. Membership – Amber

- Now at 184 members

7. Sponsorship – Amber

- Certification scholarships
- \$800 for certification budget
- Plan for 2 scholarships
- Use the scholarship as a promotion at a raffle for the training day
 - Push it in the newsletters
- **ACTION:** *Shirlyn and Sue to work the marketing of the scholarships in joint with the training marketing*

8. Next Meeting

October 12th | 2:00 - 3:00 PM PST | Virtual

9. Adjourn

2:24 PM PST

10. Past Actions – Shirlyn

1. **COMPLETE:** Roger to move forward with training day plan
2. **ACTION:** 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)
3. **COMPLETE:** Maggie to send National Contact Sharon and Shirlyn as contacts to discuss the website further
4. **COMPLETE:** Roger to look into Thursday option before the training for our Annual BoD meeting
5. **COMPLETE:** Shawn, Roger, and Maggie to look for additional options for locations for the Annual BoD meeting
6. **ACTION:** Amber and Shirlyn to connect on members and what months to update the membership metrics in the below table

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11. Current Actions – Shirlyn

- **ACTION:** Shirlyn and Sue work the marketing for the training event
- **ACTION:** Shirlyn to forward our marketing materials to Western Chapter
- **ACTION:** Sharon to forward our Training info to National
- **ACTION:** Shirlyn and Sue to work the marketing of the scholarships in joint with the training marketing
- **ACTION:** 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

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

2022 Metrics	2023 Goals	Jan	Feb	March	April	May	June	July	Aug	Notes	Lead
BoD Attendance	100% Attendance / mo.	100%	100%	90%	100%	90%	100%	100%	88%	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	Track and keep group on track	Secretary Shirlyn
Membership Count	200 Members by EOY	171	186	TBD	TBD	173	173	185	184	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	TBD	- 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	- 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%	TBD	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	TBD	TBD	TBD	- Newsletter - Social media post - Job postings	Comms Sue
Website Publications	100% on time website	100%	100%	TBD	TBD	TBD	TBD	TBD	TBD	- Within 30 days posting docs to the website	Marketing Sharon

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100% on time National										- Monthly submit to national
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o **Regional Ambassador Program**

Metric	Current	2020 Goal	2023 Goal
Regional Ambassadors Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i>	1	4	???
New applicants to reach out to: Erin Lavery – Washington Jaime Chenoweth – Boise, Idaho – <i>(Elizabeth)</i>			

o **Training Day**

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