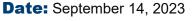
APMP Pacific Northwest Board of Directors December Board Meeting



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

PACIFIC NORTHWEST CHAPTER

APMP Pacific Northwest Board of Directors December Board Meeting



- 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
 - o 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

APMP Pacific Northwest Board of Directors December Board Meeting

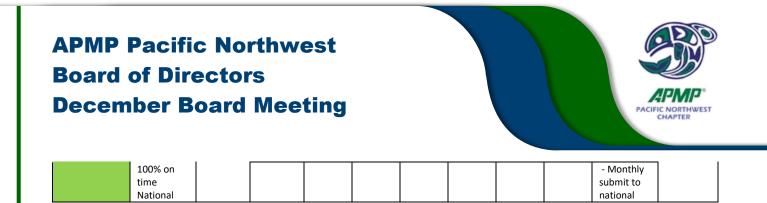


11. Current Actions – Shirlyn

- 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	100%	100%	100%	90%	100%	90%	100%	100%	88%	With prior	
Attendance	Attendance									notification	Chair
	/ mo.	5/6	10/16	10/12	0/42	10/12	F /0	5/5 =	4/6 =	of conflict	Shawn
	90%	5/6 = 83%	= 63%	10/13 = 76%	8/12 = 80%	= 83%	5/8 = 63%	5/5 = 100%	4/6 = 67%		
BoD	Actions	All	All	All	– 80% All	- 85% All	All	All	All	Track and	
Accountability	completed	others in	others in	others	others	others	others	others	others	keep group	Secretary
	/ mo.	work	work	in work	in work	in work	in work	in work	in work	on track	Shirlyn
	200	171	186	TBD	TBD	173	173	185	184	20%	
Membership	Members									growth by	Members
Count	by EOY									EOY	Amber
		Feb 1	Feb 22	Mar 28	April	May 22	N/A	N/A	TBD		
		Portland	Tacoma	Bothell	12	BPC					
	1 live event	Qty 7	Qty 5	Qty 3	Boise	Qty 9				- Live	Events
Live Events	/ mo.				Qty 3					- Training	Roger
		N/A	N/A	N/A	N/A	May 31	N/A	N/A	N/A	- Coffee	
	1 virtual					L&L Qty 24				Talks - Lunch	Vice Chair
Virtual Events	event / mo.					QIY 24				and Learn	Shawn
VIItual Events	100% on	100%	100%	100%	100%	100%	100%	100%	TBD	anu Leann	Shawn
	time	100/0	100/0	100/0	100/0	100/0	100/0	100/0			
	reports										
Accounting	within 10%									Avoidance	Treasurer
Reports	on budget									of late fees	Maggie
		N/A	2 emails	3	1 email	3	TBD	TBD	TBD	-	
				emails	Posts	emails				Newsletter	
Comms					on SM	Posts				- Social	
commis	4					on SM				media post	
	outreaches									- Job	Comms
	/ mo.	100%	100%	TDD	TOD	TDD	TDD	TOD	TDD	postings	Sue
		100%	100%	TBD	TBD	TBD	TBD	TBD	TBD	- Within 30	
	100% on									days posting	
Website	time									docs to the	Marketing
Publications	website									website	Sharon
1 ablications	WCD3hC	L	1	1		1	1		1	website	Gharon



• Regional Ambassador Program

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

• Training Day

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