

APMP Pacific Northwest Board of Directors December Board Meeting



Date: July 11, 2024

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	Shirlyn Betts	Yes	Events Manager	Roger Campbell	Yes
Membership Manager	Amber McGlothlin	Yes	Director at Large	Lisa Duplessie	Yes
Treasurer	Maggie Wang	Yes	Regional Ambassador	Jack Kaady	No/OK
Secretary	Emily Nanni	Yes	Regional Ambassador	Jaime Chenoweth	No/OK
Communications Mgr	Sue Gillespie	No/OK	Guest Attendee - Canada	Amy Spark	Yes

Agenda:

1. **WELCOME! – Shawn**
2. **Approval of Minutes – Shawn**
3. **Attendance Check – Emily**
4. **Canada & PNW Joint Chapter Ideas – Amy Spark & Shirlyn**
 - How can we help serve the members in the western side of Canada? How can we jointly collaborate with Amy on her ideas?
 - Joint event near Vancouver with Maple Leaf Chapter and PNW Chapter
 - Recruitment & networking – how can we share more networking opportunities with individuals? Podcast Amy started
 - Discord channel – invite only to join the chat (Shawn suggestion) – haven't implemented it yet, but can post directly to those who are in the proposal space
5. **Lunch & Learns – Shirlyn**
 - First L&L is 9/24 – What Your Membership Can Do For You?
6. **2024 Training Day update- Roger**
 - Roger to check with possible speaker options and T-Mobile
 - Goal is 40 attendees – need outreach to gain more members
 - Total BoD, Speakers, Eventbrite Sign-Ups– puts us at 18 people (room for up to 100)
 - Annual Meeting pushed to mid-Nov
 - Discussion on paying more for speakers – TBD
 - Possibly Kansas City speaker option – Shawn to see if possible
 - **ACTION:** Lisa to reach out to Craig about additional copies of the book
 - **ACTION:** Emily & Shirlyn to send dates that would work mid-Nov for Annual Meeting

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- ACTION: Roger to send email to past Training Day attendees and invite them to join us.
- ACTION: Sharon to put together the banner and print it off Amazon. Mail to Roger.

7. Communication – Website Updates & Social Media

- Website updates complete with Lunch & Learn detail and Training Day detail
- Second email for Training Day will go out tomorrow 8/16
- Action: Roger to send updated speaker detail to Sue for third communication on 8/22 or 8/23
- Action: Emily to create public LinkedIn Group Page
- ACTION: Shawn to setup a discord channel for members to be able to join

8. Membership – Amber/Lisa

- 168 total (added 2 new members, lost 3 members)
- Memberships expiring in August and September have been sent reminder notices to renew
- Does our membership trend down in summer and up in the fall?

9. Budget – Maggie

- \$16,919.60 balance
- Debit: \$176.37 for GoDaddy and \$195.50 for Zoom
- Credit: sponsorship from Evergreen (\$1500) and Bettisworth North (\$500)

10. Next Meeting

September 5th | 2:00 - 3:00 PM PST | Virtual

11. Adjourn

2:34PM

12. Current Actions – Emily

CURRENT ACTIONS:

- ~~Action: Sue & Maggie to work together on sharing a communication to the broader member network on certification cost re-imbusement (\$1,300 available in budget)~~
- Action: Shawn to switch future BoD meetings to Teams rather than WebEx
- ~~Action: Shirlyn to finalize first L&L date by end of this month to BoD~~
- ~~ACTION: Roger to send Save the Date information to Sue after next Sub-Committee meeting, to be sent to all members.~~
- ~~ACTION: Shirlyn to invite group of 40 potential new members to next Lunch & Learn, so they can get a feel for the chapter.~~
- ~~ACTION: Amber to share Chapter info with Shirlyn to pass along to Amy and Team.~~

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Metrics for 2024: Each member to keep track of their metrics and update prior to the meeting

2024 Metrics	2024 Goals	Lead	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
BoD Attendance	100% Attendance per mo (with prior notification of conflict)	Chair Shawn	8/9 attend = 89%	8/9, 1 ok = 100%	6/9 attend, 3 ok = 100%	6/9 attend, 3 ok = 100%	6/9, 3 ok = 100%	8/9, 1 ok = 100%	9/9 – 100%					
BoD Accountability	90% Actions completed or in work by the due date	Secretary Emily	10/11 in work / complete	11/11 in work / complete	7/8 in work / complete	4/6 work complete	5/7 work complete	3/5 work complete	4/5 work complete	5/6 work complete				
Membership Count	12.5% growth per year	Members Amber	172	174	178	176	173	173	169					
Live Events	9 events including training day (live/training)	Events Roger	N/A	1 (6 attendees – Portland)	1 (7 attendees – Boise)	4/19 - Tacoma	1 planned for 5/22, Bothell	N/A	N/A	N/A				
Virtual Events	4 per year (try 1 per quarter) Coffee talk/ Lunch and Learn	Vice Chair Shirlyn	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A				
Accounting Reports	100% on time reports within 10% on budget	Treasurer Maggie	100%	100%	100%	100%	100%	100%	100%	100%				
Communications	Social Media - 52 postings (1 per week)	Comms Sue	1 social	3 social, 1 email	none	TBD	TBD	TBD	TBD	TBD				
Marketing	Training day and virtual events posted to national All live and virtual events posted to website	Marketing Sharon	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A				

○ **Regional Ambassador Program**

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

○ **Training Day**

Metric	2022 Goal	2022 Attendees	2023 Goal	2023 Attendees	2024 Attendees
Training Day Attendees	20	30	50-60	27	Goal 50

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