

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	Yes			

Agenda:

1. **WELCOME! – Shawn**
2. **Approval of Minutes – Shawn**
3. **Attendance Check – Emily**
4. **Membership – Amber/Lisa**
 - 169 total (added 3 new members, lost 7 members)
 - Kyle Kelley, Susan Hash, Katherine Haven
 - Memberships expiring in July and August have been sent reminder notices to renew
5. **Canada Group Outreach – Shirlyn**
 - About 40 people who are interested in being part of APMP – closer to our location in Seattle, then East Coast Canada
 - Reviewed the events that our Chapter does today – Amy Spark is excited to join our chapter
 - What are these 40 potential new members looking for? Ask of this group before they join – perhaps this contact becomes a Regional Ambassador or Director At Large?
 - Perhaps Corporate Memberships could be applicable to this group
 - **ACTION:** Shirlyn to invite them 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.
6. **Happy Hour Updates – Roger**
 - Next one is TBD – probably Oct/Nov timeframe

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7. 2024 Training Day update- Roger

- Contract signed for Anderson School
- Speakers list in progress
- Marketing and Sponsorship in progress as well (Maggie) – 2 sponsorships confirmed so far
- One idea for the future – sponsor a foundation level certification training
- **ACTION:** Roger to send Save the Date information to Sue after next Sub-Committee meeting, to be sent to all members.

8. Lunch & Learns – Shirlyn

- Schedule in work, will get the final schedule up shortly
- Working the Zoom and the email sync to test run and then will get the invites out
- Shawn & Sue offered to help with L&L events
- **Action:** Shirlyn to finalize first L&L date by end of this month to BoD

9. Communication

- Cross-share ideas across other chapters in the US
- **Action:** Sue & Maggie to work together on sharing a communication to the broader member network on certification cost re-imburement (\$1,300 available in budget)
- **Action:** Shawn to switch future BoD meetings to Teams rather than WebEx

10. Budget – Maggie

- \$15,291.48 balance
- 2 transactions pending – ordering new checks and deposit for training day

11. Next Meeting

July 11th | 2:00 - 3:00 PM PST | Virtual

12. Adjourn

2:34PM

13. Current Actions – Emily

CURRENT ACTIONS:

- **Action:** Sue & Maggie to work together on sharing a communication to the broader member network on certification cost re-imburement (\$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.

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- 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.

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	Sept	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						
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					
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					
Accounting Reports	100% on time reports within 10% on budget	Treasurer Maggie	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					
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					

○ **Regional Ambassador Program**

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