

APMP Pacific Northwest Board of Directors December Board Meeting



Date: October 10, 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	No/OK
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			

Agenda:

1. **WELCOME! – Shawn**
2. **Approval of Minutes – Shawn**
3. **Attendance Check – Emily**
4. **Annual Planning Meeting – Shawn**
 - Friday, November 15th – 8am – 12pm PST + Lunch
 - Residence Inn – Bellevue, WA
5. **Events – Roger**
 - Wednesday, November 13th – Game Night Happy Hour
 - Location TBD – Bellevue, WA
6. **Lunch & Learns – Shirlyn**
 - Successful event in September, good turnout and questions
 - **ACTION:** Shirlyn working with Nico (spelling?) on topics for early December
7. **Communication – Website Updates & Social Media**
 - Happy Hour updates to be sent a month ahead for communication to members
 - Constant Contact remains as primary form of communication – Amber is familiar and can help as needed
 - Website updates include Board Members and Training Day 2024
 - Need to find a way to incorporate the recordings to the website
 - Can we update the website to include a picture for Job Postings link?
 - **ACTION:** Emily to create survey (Survey Monkey) to send to Sue for communication to members by 10/15 (final deadline for submissions – Nov 12th, BoD to review in Annual Meeting)

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- ACTION: Elections for BoD members going out for next year – open positions: Chair, Membership, Communication, and Director at Large
- ACTION: Sue to develop communication templates for our standing events (Lunch & Learns, Happy Hours, etc.)

8. Membership – Amber/Lisa

- 171 total (down 1 from last month)
- New Members – Nancy Epstein and Pooja Manshani

9. Budget – Maggie

- \$17,119.93 balance
- Debit: Training Day reimbursements, GoDaddy renewal and Microsoft security website renewal
- Credit: Training Day sponsorships and registration (details below)
- Training Day Financials
 - With monetary support \$3,700 and registration \$1,310.44, our total income is \$5,010.44.
 - We spent \$3,293.53 hosting the event (vertical banner, venue, food and drinks) and \$1,429.94 on reimbursement.
 - Net earnings are \$286.97, excluding potential sponsorship of one APMP signature certification and one macro certification. Both winners know my contact information and will reach out to me once they have the invoice.
- Can we allocate funds for a paid speaker? Funds haven't been allocated yet for 2024. Can we put money towards Training Day speakers? Hard to have the conversation generically – perhaps we review on a case by case basis.
- Lunch & Learn speakers might be a lower cost of entry (no travel cost) – would need specific speakers
- ACTION: Talk about paid speakers at Annual Meeting (Sue to bring additional information for discussion)
- ACTION: Training Day 2025 discussion at Annual Meeting

10. Training Day Recap & Next Year – Amber/Lisa

- 2025 ideas
 - Bring in an instructor and exam for certifications
 - More information to come from the Mid Atlantic Annual Conference (Roger) – Western Conference next week too (Shirlyn to follow-up)
 - Big Speak information – Emily to bring data
 - Panel Discussion – common topics, information discussion during Training Day (RoundTable)
 - Maggie from DocuSign – presentation on document management
 - Speakers get continuing education credit for being a speaker
 - Attendees get CEUs for attending

11. Next Meeting

November 15th | 8:00 AM – 12:00 PM PST | Annual Meeting | Virtual & In-Person

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12. Adjourn

3:13 PM

13. Current Actions – Emily

CURRENT ACTIONS:

- ACTION: Shirlyn working with Nico (spelling?) on topics for early December
- ACTION: Emily to create survey (Survey Monkey) to send to Sue for communication to members by 10/15 (final deadline for submissions – Nov 12th, BoD to review in Annual Meeting)
- ACTION: Elections for BoD members going out for next year – open positions: Chair, Membership, Communication, and Director at Large
- ACTION: Sue to develop communication templates for our standing events (Lunch & Learns, Happy Hours, etc.)
- ACTION: Talk about paid speakers at Annual Meeting (Sue to bring additional information for discussion)
- ACTION: Training Day 2025 discussion at Annual Meeting
- ACTION: Shirlyn to work with Sharon on uploading PDF presentations from Training Day for members to download from website

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%	9/9 – 100%	8/9, 1 ok – 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	5/7 work complete			
Membership Count	12.5% growth per year	Members Amber	172	174	178	176	173	173	169	172	171			
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	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	N/A			
Accounting Reports	100% on time reports within 10% on budget	Treasurer Maggie	100%	100%	100%	100%	100%	100%	100%	100%	100%			

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Communications	Social Media - 52 postings (1 per week)	Comms Sue	1 social	3 social, 1 email	none	TBD	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	N/A			

o **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		

o **Training Day**

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