

APMP Pacific Northwest Board of Directors February Board Meeting



Date: February 13, 2025

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			

Agenda:

- 1. WELCOME! – Shawn**
- 2. Approval of Minutes – Shawn**
- 3. Attendance Check – Emily**
- 4. Membership – Lisa**
 - 5 new members joined in January and 2 new members in February so far
 - Use LinkedIn to find new people – possible way to increase membership
- 5. Proposal Pals – Roger, Shawn, and Shirlyn**
 - Roger, Shirlyn, and Shawn to work on pairing individuals after the Lunch & Learns – Oregon connection with Shawn
 - ACTION:** Emily to resend the survey results
 - ACTION:** Roger, Shawn, and Shirlyn to review any interest from the L&L and pair people together
- 6. Events – Roger**
 - Hele Pele Happy Hour in Portland on Jan 29th 6:30-8:30pm – 5 people attended
 - Seattle Brewery (Perihelion) next Feb 26th
 - ACTION:** Roger to share photos from Portland event to Emily to share on LinkedIn
 - ACTION:** Emily to create LinkedIn event for Perihelion event
- 7. Training Day Discussion - Roger**
 - Sub-committee will be formed in March
 - Tentative Date is Friday, November 7th
 - Annual planning meeting for BoD for Thursday, November 6th
 - Shawn shared initial designs for ruffneck scarves for Nov 2025 Training Day
 - ACTION:** Roger exploring potential venues

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8. Lunch & Learns – Shirlyn

- Shawn & Roger to present “Discord & Proposal Pals Mentorship” in Q1 for Lunch & Learn – February 27th (Tuesday preferably)
- Shirlyn working on new topics and ideas for next quarter – trying to stay away from AI and selling something
- If any ideas come up, share them with Shirlyn
- **ACTION:** Shawn to create a deck for Lunch & Learn on Discord Server usage

9. Communication – Sue

- Next newsletter drafted and ready to go out – draft sent to the BoD team for review
- **ACTION:** Shawn to send an email to Sue to include a message in next newsletter for BPC scholarships

10. Website – Sharon

- All Happy Hours are now on the website
- The Coffee Talks and Rants can be removed

11. Budget – Maggie

- Reviewed December and January transactions
- \$17,553.59 current balance
- 2025 Budget Review
 - 2024 budget was \$15,080
 - 2025 budget was \$13,940
 - 40% should be paid back to members on events and membership perks – this comes to \$8,700 minimum
 - This supports our \$12,000 budget for 2025
 - Increased Training Day budget by \$1,000 for 2025 (\$5,000 total)

12. Next Meeting

March 13th | 2:00 PM – 3:00 PM PST

13. Adjourn

2:45 PM

14. Current Actions – Emily

CURRENT ACTIONS:

- **ACTION:** Shawn to create a deck for Lunch & Learn on Discord Server usage
- **ACTION:** Roger exploring potential venues for Training Day
- **ACTION:** Roger to share photos from Portland event to Emily to share on LinkedIn
- **ACTION:** Emily to create LinkedIn event for Perihelion event
- **ACTION:** Emily to resend the survey results

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- ACTION: Roger, Shawn, and Shirlyn to review any interest from the L&L and pair people together
- ACTION: Shawn to send an email to Sue to include a message in next newsletter for BPC scholarships

Metrics for 2025: Each member to keep track of their metrics and update prior to the meeting

2024 Metrics	2024 Goals	Lead	Jan	Feb
BoD Attendance	100% Attendance per mo (with prior notification of conflict)	Chair Shawn	8/9, 1 OK = 100%	8/9, 1 OK = 100%
Membership Count	12.5% growth per year	Members Lisa	172	160
Live Events	9 events including training day (live/training)	Events Roger	1	1
Virtual Events	4 per year (try 1 per quarter) Coffee talk/ Lunch and Learn	Vice Chair Shirlyn	N/A	1
Accounting Reports	100% on time reports within 10% on budget	Treasurer Maggie	100%	100%
Communications	Social Media - 52 postings (1 per week)	Comms Sue	1 social	2 Social
Marketing	Training day and virtual events posted to national All live and virtual events posted to website	Marketing Sharon	N/A	N/A

○ Training Day

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