

# APMP Pacific Northwest Board of Directors January Board Meeting



**Date:** January 9, 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	No/OK	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 – Lisa**
  - 160 total (down 7 from last month)
  - 3 New Members since last month
  - Membership is down most likely because corporation memberships are still registering (T-Mobile, Shipley)
  - ACTION:** Renew membership for the year on social media, ensure you are selecting PNW Chapter in renewal
- 5. Events – Roger**
  - Hele Pele Happy Hour in Portland on Jan 29<sup>th</sup> 6:30-8:30pm
  - Seattle Brewery (Perihelion) next Feb 26<sup>th</sup> – Roger going to check it out later this month
  - Exchanged communication with Jaime on a Boise event, so more to come there
- 6. Training Day Discussion - Roger**
  - Sub-committee will be formed in March
  - Tentative Date is Friday, November 7<sup>th</sup>
  - Annual planning meeting for BoD for Thursday, November 6<sup>th</sup>
  - Shawn shared initial designs for ruffneck scarves for Nov 2025 Training Day
  - ACTION:** Roger exploring potential venues
- 7. Lunch & Learns – Shirlyn**

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- Shawn & Roger to present “Discord & Proposal Pals Mentorship” in Q1 for Lunch & Learn – end of January (Tuesday preferably)
- **ACTION:** Shawn to create a deck for Lunch & Learn on Discord Server usage

## 8. Communication – Sue

- Open rate was around 47% for last newsletter
- Content for next newsletter due January 22<sup>nd</sup> to Sue – newsletter to go out Feb 5<sup>th</sup>
- Communication set for events and Lunch & Learns – initial invite 2 weeks out and then reminder closer to the actual date

## 9. Website – Sharon

- Portland Happy Hour and Lunch & Learn to be added to calendar

## 10. Next Meeting

February 13th | 2:00 PM – 3:00 PM PST

## 11. Adjourn

2:32 PM

## 12. Current Actions – Emily

### **CURRENT ACTIONS:**

- **ACTION:** Shawn to create a deck for Lunch & Learn on Discord Server usage
- **ACTION:** Shawn, Roger & Shirlyn to determine next Lunch & Learn date and share with Sharon and Sue for website and communication
- **ACTION:** Roger exploring potential venues for Training Day
- **ACTION:** Renew membership for the year on social media, ensure you are selecting PNW Chapter in renewal
- **ACTION:** Lisa to reach out to Maggie about cost for Constant Contact and Go Daddy email – preference is to have multiple ones to eliminate the access issues

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

2024 Metrics	2024 Goals	Lead	Jan
BoD Attendance	100% Attendance per mo (with prior notification of conflict)	Chair Shawn	8/9, 1 OK = 100%
Membership Count	12.5% growth per year	Members Lisa	172
Live Events	9 events including training day (live/training)	Events Roger	N/A

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Virtual Events	4 per year (try 1 per quarter) Coffee talk/ Lunch and Learn	Vice Chair Shirlyn	N/A
Accounting Reports	100% on time reports within 10% on budget	Treasurer Maggie	100%
Communications	Social Media - 52 postings (1 per week)	Comms Sue	1 social
Marketing	Training day and virtual events posted to national All live and virtual events posted to website	Marketing Sharon	N/A

## Regional Ambassador Program

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