



MICHIGAN CHAPTER SGMP
BOARD OF DIRECTORS MEETING

Draft MEETING NOTES

April 15, 2015

Crowne Plaza Grand Rapids Airport

Members Present (a quorum was present)

Michelle Milligan
Laurie Nickson
Nick Hussein (late due to car trouble)
Nate Melvin
Debbie Kopkau

Aimee George
Diane Dick
Chris Ward
Amanda Toy

Guest:

Annette Pepper (new board member as of July 1, 2015)

Milligan called the meeting to order at 9:06 a.m. A quorum was present.

Michelle Milligan read Bill of Rights.

Agenda Correction – Meeting Date for March should read March 18.

Minutes Correction – Action Item for Nate regarding AEC lunch should have read Traverse City Tourism (not GTR).

Aimee George name was misspelled.

Consent Agenda and Minutes with corrections. Approved.

Action Items – Delegated Tasks

- Michelle and Amy will edit testimonials and upload to web
- Michelle will ask StarChapter to update the website for video
- Aimee will get a millennium and boomer article for the newsletter.
- Laurie Nickson will follow-up on board Basket for NEC **(completed)**
- Website Training – entire board
- Create Gmail account for MiSGMP to use with Google analytics. (Michelle Milligan) **(Completed)**
- The Guest Template letter still needs to be developed (Nick Hussein)
- Coordinate the sending of Program RFP and sponsorship bundles. Expected to send by August 1. (Diane Dick, Debbie Kopkau)
- Debbie Kopkau will get white paper from David Hulings and Veronica Gracia-Wing.
- Debbie Kopkau will manage renewal and follow-up of GMS members
- Add Regions and AEC Locations to Policy Manual (Chris Ward)
- Discuss Newsletter status (keep in house or seek professional)
- Look into soliciting local Lansing companies/venues for Silent Auction (Laurie Nickson/Amanda Toy)

Financial Report – Nate Melvin, Treasurer

Nate reviewed the finances. Since the DoubleTree Bay City took the lunch with their bundle and not the dinner as was proposed, it has been decided to give them a banner ad on the website to make up the difference. Board agreed.

Nate discussed income versus expenses to-date line by line and reviewed projected budget numbers.

Checking Account Balance as of 2/28/2015 = \$31,076.90 and as of 3/31/2015 = \$24,647.29

Savings Account Balance as of 2/28/2015 = \$12,047.86 and as of 3/31/2015 = \$12,048.38

As we get closer to the NEC Conference, Nate will email per diem meals/share transport, etc.

Discussion was held on those going to NEC on Chapter Scholarships and how next year the criteria should be spelled out more thoroughly (i.e. staying the entire conference). This will be discussed at the Board Retreat in June.

A question was asked on any item in the bylaws regarding presenter fees at NEC. Laurie will donate back to the chapter.

Nate will deduct \$10 from each board member's reimbursement for NEC to cover the Michigan Basket donated to the NEC Silent auction. At the retreat we will work on working this into next year's budget.

Annual Education Conference – Chris Ward, Planner Director

Survey results – the AEC received very good remarks with 98% meeting or exceeding expectations. The comments to consider were that the sessions needed to be shortened, as two hours is too long, and that a couple of the sessions were too similar. The last break also needs to be re-worked or looked at differently. Michelle sent emails directly to those who needed a personal email. More guidelines on exhibits need to be looked at as well.

Thoughts discussed were to have one session that covers each core competency. Also the scholarship roles and responsibilities need to be more clearly defined. Overall, the conference was a huge success.

Regions were discussed. Chris will tweak the AEC RFP and get it distributed. The Regions and AEC locations need to be added to the policy manual.

Communication – Aimee George, Supplier Director and Michelle Milligan, President

Committee activity for the month included postings on Instagram, Twitter, Facebook and LinkedIn. Program reminders were also sent for April. Newsletter was sent out to all members and non-members in the database.

Newsletter items needed for next newsletter are: monthly door prize item sponsors; April program write-up; Road Rally pictures and write-up; NEC pictures and write-up and Silent Auction promotion. Aimee is still working on Millennial and Boomer articles. Debbie Kopkau is still working with David Hulings and Veronica Gracia-Wing on white papers.

June 1 is the due date for items for the next newsletter. Discussion was held on what we would like to do with the newsletter, keep it in-house or have a professional take it over. Discussion will be held at the board retreat.

Education – Debbie Kopkau, Past President

Debbie is working with Shari Pasch Berger on May's program; she marketed the April program and added it to LinkedIn group. The Breslin Center was confirmed for July program. A discussion was held with Mary Estrada and Shelley Long on June's meeting at their venue.

Discussion was held on having Ethics session at the July meeting. Debbie will contact Jerry Van Rossum.

Membership – Michelle Milligan, President for Nick Hussein, 2nd Vice President

75/65 Planner/Supplier Ratio. 53.6% - 140 ratio plus 4 retirees = 144 total.

The additions and dropped members were discussed. The percentage remains basically the same. The chapter is seeing a constant membership instead of an increase. This will continue to be a top priority. Revenue share was \$200.

The board discussed ways on increasing membership. This will be looked at in greater length at the June Board Retreat.

Special Events –Laurie Nickson, 1st Vice President

Laurie has been working with Mt. Pleasant on the upcoming Road Rally logistics. Laurie is also working on the upcoming September Silent auction. Discussion was held on soliciting local companies for donations for the auction. The Lansing Chamber will help with this item.

Technology – Michelle Milligan, President

Nate will take over managing website when Michelle transitions to the National Board.

Numerous pages were updated on the website. The board reviewed the Google analytics report. Michelle created a Gmail account for the chapter to be used to check the Google analytics. Michelle gave each board member passwords to all accounts.

Training on the website will take place at the May 13th meeting at the MELG Building. Board Agendas and Video testimonials will be uploaded.

Chapter Business Plan

The Board is plugging along on updating the Business Plan. There are two items to finish before the end of the year.

Other:

The P.O. Box has been secured at the Lansing UPS Store. New address is Michigan SGMP, 5859 W. Saginaw Highway #144, Lansing, MI 48917. The other PO Box will be kept open for another couple of months. Nate will have a forward mail put in place.

Michigan Meetings Workshop on May 7 in Frankenmuth is covered with Nick, Diane and Laurie.

As of July 1, Laurie Nickson will be the President of the Michigan Chapter; Diane Dick will be the First VP and Annette Pepper will be the Secretary. Michelle Milligan will move to the National Board.

Laurie will send out script for NEC Judge Judy session at National. Those attending the JLS meeting on the Tuesday of the conference please be aware the full day starts at 9:30 a.m.

National Updates:

National has changed the Chapter Board site. www.sgmp.org/chapterboard.

The official approval of Annette Pepper's appointment was received from National.

Next Meeting: May 13, 2015 9:00 a.m. Board Meeting & Web Training at MELG Building, 1001 Centennial Way, Suite 400, Lansing, MI 48917

The meeting adjourned 10:33 a.m.

--Respectfully submitted by,
Diane Dick, CMP