



MICHIGAN CHAPTER SGMP
BOARD OF DIRECTORS MEETING

MEETING NOTES
August 20, 2014
Eagle Eye – Bath, MI

Members Present (a quorum was present)

Michelle Milligan
Laurie Nickson
Nick Hussein
Nate Melvin
Kami Smith

Diane Dick
Chris Ward
Amanda Toy
Debbie Kopkau

Members Absent (excused)

Members Absent (unexcused)

Milligan called the meeting to order at 11:42 a.m. A quorum was present.

The Bill of Rights was read by Michelle Milligan, President.

Consent Agenda: Approval of consent agenda

Decisions Made

Approval of Minutes from July 16, 2014
Consent Agenda Board Approved which included
Community Service Committee Report
Honors & Awards Committee Report
Technology Committee Report
Add MMPI Michigan Event Industry Day to Agenda

Treasurers Report Received

Nate reviewed the financials. July was a slow month, as expected. Nate reviewed the report. At the close of July the Checking Balance was \$8,784.82 and Savings Balance was \$12,043.48. Year End Financials were due to National on August 15 and were overnighted to meet the deadline. Financial report was approved by the Board.

Advertising Report – Diane Dick

The Bundle packages have been extremely popular. Diane reviewed the packages sold to-date. **Total To-Date: \$13,142.50.**

Diane will double-check on the Mission Pointe sponsorship of the December 2014 meeting.

AEC & Education Report – Deb Kopkau and Chris Ward

Deb Kopkau will be in charge of the monthly meetings and Chris Ward will be in charge of the Annual Education Conference. RFP's for the 2015 AEC and 2015 monthly meetings is being reviewed, updated and will be distributed. Discussion on Regions was held by the board. A question was raised on if we only send RFP's to CVB's in certain regions. The board will make sure the suppliers know that region selections are based on the past five years. Chris will double-check the Region for the 2016 AEC to see if it is in the Western Region.

Discussion was held on having an Announcement Area on MiSGMP Home page for region locations.

Committee is on target for the 9/15 deadline for submission to National. The committee has brainstormed and has several ideas, but still need to contact presenters/venues, etc. Andy sent past programs to Deb and Chris so that the flyer can be updated.

Discussion was held on the June 2015 Judge Judy topic. The board reviewed the evaluation for the June 2014 Judge Judy event. The board thought that the topic of Medical Treatment might be a good topic and Laurie Nickson will work on a description and title for the board's approval.

The committee also wanted to follow-up with Liquor Liability from June 2014 and offer some finality. Possibly contact a lawyer or a professor of a law school and get a black and white version of questions still outstanding.

The board was reminded of the adjusted format at the AEC with the last day ending at 3 p.m. and that Rob Coffman has confirmed his attendance and will be speaking. He will make his arrangements early fall.

GMS/CGMP – Deb Kopkau

An email was received from Garland at National regarding the GMS. It is considered a local program. National has no involvement. The GMS documents are on website in Dropbox and Deb can now link them to individual member profiles.

Possible CGMP Certification for Michigan discussion was held. Garland said February/March is open to hold it here, they just asked that we stay away from President's Day. Committee will select a couple of dates and poll membership. Need to have 15 to do the training. Training is 3.5 days. Deb Kopkau will send out the survey. It will be held on Tuesday/Wednesday/Thursday with a half day on Friday.

Communication/Social Media – Kami Smith

Communication: Conference Call – Michelle/Sarah/Andy/Kami – discussed processes with Andy being the newsletter designer. Deadlines were discussed. Newsletter will be distributed the middle of last month of each quarter. An Overview and look ahead will be included.

Discussion was held on having guest speakers submit an article either before (what to expect; or after – a summary) of their presentation. Depending on when the newsletter is released, we can include last month's presenter.

Committee members, Leonard LaFrance from Bavarian Inn can provide a Supplier perspective and Sue Nelson, from Fitzgerald Public Schools can provide a planner perspective, help proof it and help with content. Showcase future presenters as indicated earlier. The board discussed Rocky Mountain Chapter newsletter.

To get to know the MiSGMP Board a bit better, each board member was asked to answer the following set of questions for inclusion in future newsletters: What do you do? What do you like best about your job? What are your hobbies and interests?

Michelle reminded board members that there is a Board Page where the board can upload a picture and member profile.

The committee will work as follows: Content – Kami; Andy – Design; Proofing – Sue Nelson. The board would like to Thank Sarah Jarous for Newsletter Design, and all her hard work getting it to look the way it now does. Kami will come up with a check list for newsletter with deadlines that she will share with board members. The deadline for submissions will also be included in the monthly report.

Discussion was held on making sure pictures are taken regularly at monthly meetings for inclusion in the newsletter. This could be the job of a regular monthly attendee. The board wants to resurrect the Member Spotlight (1 planner and 1 supplier) each newsletter and Leslie Thompson agreed to be the roving reporter.

The board will ask Anissa Damon to help with photos for newsletter and social media. We also need to add a disclaimer on the website about opting out of photographs.

Marketing – Nick Hussein: Nick's committee is seeking people who can help with Marketing (Marketing Our Chapter/Membership). He will discuss with Leslie and some CVB representatives and planners. Event Industry Day was discussed. Nick, Nate and Kami will be in attendance. Diane will get materials to Kami.

Membership Giveaways: Amanda will send out photos and samples to board members (calendar/desktop calendar/cling seals).

Membership – Nick Hussein

Membership to-date is 77 planners and 68 suppliers. There are 4 retiree/students. Ratio is 53.1 %

Special Events – Amanda Toy & Laurie Nickson

25th Anniversary Subcommittee consists of Diane, Andy, Kristina, Sonya, Amanda and Deb. A telephone meeting was held and discussion on décor ideas – Jan/Feb/and March were held with March's décor being the largest. It is the understanding of the committee that the board budgeted \$500 for the decorations.

The board discussed what they would sponsor for the Silent Auction. Each member donated funds and Amanda Toy will pick up items for board mani/pedi/spa package. Kami will work on Pheasant Reserve package with outdoor things included.

Board discussed thoughts on Silent Auction rotation. The largest attendance is in the Lansing area so it was the thought of the Board to keep it in Lansing area.

Chapter Business Plan

The board discussed the Chapter Business Plan. Does it look like we are on target? Is it too much? It was decided by the board that it was a good plan and we should continue moving forward.

Action items:

1. Design a Template for Guests – thank you for coming, benefits of membership – application for membership; sorry we missed you template – can go to database and send out. Nick will get feedback.
2. Whatever committee you are assigned to, look at your category and see what action items are completed or need to be adjusted and report back in September committee.
3. Any completions should be reported on your monthly committee report. – Michelle will update the business plan template each month to add to the meeting agenda.

Other items:

Discussion was held on the board getting additional website training. Michelle will send out a doodle with times for possible training on Go to Meetings. Kami will set up once we have a date.

The board decided that getting the committee reports to Michelle the Friday before the next meeting was feasible. Michelle will send out Agenda packet the following Monday.

The Destination Michigan event on 11/5 was discussed. Debbie Kopkau, Nick Hussein, Kami Smith, Amanda Toy will be at the event. Applications for Membership; Membership Benefits; GMS information; Pull Up Banner; Tablecloth and Monthly Program information will be needed for the booth as well as on 9/8/14 at the Kellogg Center. Nick will reach out to Bethany Curtis.

Kate Benghauser – MIOSHA asked to be able to offer their free DVD library from their Compliance & Education Division to suppliers of MiSGMP. Planners may also be interested. The board thought this would be most useful for independent chains since most large chains already have safety informational programs in place. Debbie Kopkau also mentioned Safe Schools that Kate may want to investigate. She will send a list of the titles to Nate so we can share with members. Board approved.

Updates to website – Michelle is going through each section. Walk in tickets are now in and will published on day of meeting for those not pre-registered.

Michelle is presenting on 9/9/14 at the Kentucky Chapter monthly meeting.

C Vent Email was discussed and the board is not interested.

National Updates – National is working on helping chapters with timely submissions of their monthly report. Policy manual updated.

Other items: Having none, the board was dismissed at 1:15 p.m.

Respectfully Submitted by Diane Dick, CMP, GMS