



Board of Directors Meeting – Meeting Minutes

JULY 21, 2016 – MICHIGAN ASSOCIATION OF CMH BOARDS, LANSING

Members Present (a quorum was present)

Laurie Nickson, President
Annette Pepper, Secretary
Leonard LaFrance, Director

Nate Melvin, 2nd Vice President
Chris Ward, Director
Debbie Kopkau, Past President

Excused:

Dianne Dick, 1st Vice President
Stacy Yerby, Treasurer

Guest:

Tammy Lott

Welcome

Laurie Nickson called the meeting to order at 9:06am.

L. Nickson

Establishment of a Quorum

A quorum was present.

L. Nickson

Bill of Rights

L. Nickson

Approval of Consent Agenda

Approval of June 2016 Board Meeting Minutes

- Meeting minutes approved as presented

L. Nickson

Committee Reports Received, Report Only

Advertising/Sponsorships – **Report pulled**

Community Service

GMS Certificate – **Report pulled**

Nominations

Registration/Door Prizes

Scholarship

Special Events

D. Dick

A. Pepper

D. Kopkau

D. Kopkau

D. Dick

N. Melvin

L. Nickson

Committee Report Received, Nothing to Report

Annual Education Conference

Honors and Awards

Marketing

C. Ward

D. Kopkau

L. LaFrance

Financial Reports

Review of Financials

N. Melvin

BANK BALANCES	5/31/2016	6/30/2016
Checking	\$19,430.63	\$16,791.87
Savings	\$12,055.39	\$12,055.88

Review of Income/Expenses

N. Melvin

Review of Bank Statement

N. Melvin

Review of Bills to Pay

N. Melvin

Review of 2016-2017 Budget

N. Melvin

Check Register Sign-off

D. Kopkau

Financials accepted as presented.

Committee Reports, Discussion/Action Needed

Advertising/Sponsorships–pulled

D. Dick/Nate Melvin

- Nate presented and explained the Advertising and Sponsorship flyer
- Changed/corrections made – the revised, approved document to be posted on chapter website and emailed to members

GMS–pulled

D. Kopkau

- At every monthly meeting, it was requested that
 - GMS be highlighted and the fillable online tracking form be explained.
 - That everyone who has received the GMS Certificate stand and be recognized.
- Debbie will contact National about using the logo created by National for a GMS pin.

Communication/Social Media

L. LaFrance

- Started new Social Media posting campaign on July 1st. During this time we have seen:
 - 4 New Page Likes (Up from 0 in the previous month). 0 Unlikes (YAY!) 69 Total Daily Engaged Users (Engagement requires a click or reaction.) 887 Total Monthly Engaged Users 1379 Total Daily Reach (People who have seen our Page) (Organic No Paid) 8251 Total Weekly Reach (Organic) 18827 Total Weekly Impressions (Number of times the post is displayed, clicked or not) (Organic) 105 Total Daily Page Views 675 Total Weekly Page Views
 - Just between July 6-12, we are up 19% in page views (795 Reached). Up 42% in Page Engagement (125 Engaged).
 - 6 New Posts: Newsletter - 230 Reach, 405 Impressions, 6 Clicks Service Animals - 44 Reach, 61 Impressions, 0 Clicks The Future - 256 Reach, 411 Impressions, 7 Clicks Spoiler Alert - 363 Reach, 584 Impressions, 14 Clicks Haloha - 80 Reach, 128 Impressions, 3 Clicks Pokemon & Marketing - 124 Reach, 188 Impressions, 3 Clicks

- Discussion of possible "newsletter" names – The Monthly Reel: A Highlight of the Last Month's Happenings; MiSGMP News Post; MiSGMP Hitching Post; MiSGMP Monthly Gazette; MiSGMP: The Month in Review. It was decided to name the new monthly e-newsletter *MiSGMP e-Reel*.

Education

A. Pepper

- August contract signed – William Kendy will present *Creating a Lifelong Customer Relationship*.
- September – The ABC's of CVB's –Nate to provide description/information
- October – Motivational/Leadership–held in Mt. Pleasant
- November – Financial and Contract Management. Annette to reach out to Andrea Johnson to see if they have a suggestion for a speaker, possibly on meeting insurance needs/issues
- December – C. Leslie Charles – Leadership
- Bob Vanderpole – workplace violence? Nate/Chris to provide contact information
- State Police – violence in the work place

Membership

T. Lott

- Sending out 10 letters per month to engage new members. Thank you notes being sent to regular members. Creating welcome folders for new members with fact sheets, with upcoming educational events agenda. Getting testimonials from members to post on MiSGMP website. Will also post new member 'packet' online.
- Flyers being created to post about MiSGMP upcoming educational events and/or membership benefits in State of Michigan buildings.

2016-2017 Chapter Business Plan

L. Nickson/Board

Members

- Please review prior to next board meeting.
- 2016-2017 Chapter Business Plan to be posted online along with year-end summary for 2015-2016.

National Update

L. Nickson

- Ascent Management has been hired as the national SGMP management company.
- Membership reports will be sent by July 20, 2016.
- Garland is the only SGMP employee, and is a contractual employee.

2017 NEC

L. Nickson

- Laurie will submit *To Sue or Not to Sue: A Case of Contract Violations*

Other

- Acceptance of Nick Hussein's resignation as director.
- Board unanimously approved Tammy Lott to fill the vacancy upon approval from National SGMP. If approval received prior to August 17th, Tammy will be inducted at the August 17th membership meeting.

- Plan on to swear Tammy in at the August 17, 2016 meeting.
- Discussed the pros and cons of Skyping monthly membership meetings. Decision not to Skye as this could diminish attendance and negatively impact ROI for suppliers.
- Halo Showcase – August 17th. Reviewed logistics.

Next Board Meeting – August 17 at Halo Showcase, Eagle Eye Golf Club, immediately following membership meeting.

Meeting adjourned at 11:03am

Respectfully submitted,
Annette Pepper, CMP

DRAFT