



Michigan Chapter Board of Directors

MEETING NOTES

"DRAFT #1"

December 18, 2013

Kellogg Center, East Lansing, MI

Members Present (a quorum was present)

Diane Dick
Mandy Flutur
Nick Hussein
Sarah Jarous
Nate Melvin

Michelle Milligan
Laurie Nickson
Andy Silver
Chris Ward

Members Absent (excused)

N/A

Members Absent (unexcused)

N/A

Others Present

N/A

I. Milligan called the meeting to order at 9:06am.
The Bill of Rights was read by the Board.

II. Decisions Made

- 1- Minutes: Approved
- 2- Agenda: Consent Agenda consisting of Advertising/Marketing, AEC, Education, Special Events, And Technology was approved.
- 3- Financial: (Melvin) Reviewed expenses and revenue to date. \$4,150 Silent Auction revenue. Bank checking for end of November: \$14,605.91; savings: \$12,035.45. Treasurers Report approved.

III. Action Items / Delegated Tasks

- 1- Community Service: (Flutur) Chose an organization from within our SGMP membership. Send an email out to the membership asking if they have charities at their own organization.
- 2- Chapter Business Plan: Reviewed plan and highlighted areas to focus on: Education: Silver will put program flyer on the website. Membership: Hussein will develop a template to send to monthly meeting Guests for feedback and include benefits of membership – by January 10, send to guests from December's meeting. Need to provide hand-written notes to new members or guests.

Previous Assignments

- 1- Silver: State Elections will take place in February. Silver will confirm each person's eligibility for their current position.
- 2- Milligan: SGMP will share their annual calendar with MSAE, Destination Michigan, Michigan Meetings and Events, and MPI and request that each of the other organizations do the same.
- 3- Milligan: Will be discussing our suggestions to Ed Woods from MSAE this month.
- 4- Milligan/Jarous: Forward press release on supplier and planner of the year.
- 5- Milligan: Explore bonding Treasurer and President.
- 6- Silver will look into Google analytics. 11/13 Silver signed up and is beginning to research.
- 7- Hussein, Dick and Nickson will pursue proctored exam for GMS.
- 8- CGMP Discussion: Survey the membership to see which certified program they would prefer: CGMP or CMP.
- 9- CMP Discussion: National indicated that Michigan can move forward with a CMP study group. Nickson/Ward/Dick will explore.

IV. **Reports / Announcements / Discussion**

- 1- Communication/Social Media: Jarous participated in a National Communications Conference Call. National will be offering a "Communications of the Year Award" – criteria will be forwarded to Chapters soon. National indicated that there are C18 policy guidelines that Chapters should be following for the website. Newsletter of the Year award criteria will be the same as last year. Information will be out after January 1. MiSGMP will sign up for a LinkedIn account; Debbie Kopkau will manage the LinkedIn account. Newsletter draft will be out the first week in January.
- 2- AEC: Conference call took place. The theme is "Game On." Ann Arbor/Ypsilanti CVBs are hosting a tour of the Big House on March 26 at 5:00pm. Mary Jane Mapes is confirmed as a keynote presenter. Topic areas are: Social Media Management, Excel and Word tips.
- 3- Membership: (Hussein) Ratio is 51.4%. Committee is focusing on retention.
- 4- Honor and Awards: (Milligan) Chapter scholarship forms are available from National.
- 5- MSAE: They are planning to include a SGMP workshop for OrgPro. Milligan will follow up with Ed Woods.
- 6- Event and Industry Day (1/28/14 at the Kellogg Center): Silver/ Melvin/Dick will attend.
- 7- Annual RFPs: Send out 2015 RFPs for monthly programs, silent auction and road rally at the same time.
- 8- Calendar of 2015 events – adhesive that lists the 2015 dates and cities (Flutur)

V. **National Update**

- 1- National Updates: Board members should book travel and also register for NEC. Nate will book overnights for Board Members.

Next meeting will be January 15, 2014 at 9:00am the Lansing Center, Lansing.

Meeting adjourned at 10:30am.

(Minutes prepared by Chris Ward)