



**Michigan Chapter Board of Directors**

**MEETING NOTES**

**"DRAFT #1"**

**February 19, 2014**

**Radisson Hotel, Lansing, MI**

**Members Present** (a quorum was present)

Diane Dick  
Nick Hussein  
Sarah Jarous  
Laurie Nickson  
Nate Melvin

Michelle Milligan  
Andy Silver  
Amanda Toy  
Chris Ward

**Members Absent (excused)**

N/A

**Members Absent (unexcused)**

N/A

**Others Present**

Mandy Flutur

- I. Milligan called the meeting to order at 9:10am.  
The Bill of Rights was read by the Board.  
Welcome new board member, Amanda Toy from the Greater Lansing Convention & Visitors Bureau.

**II. Decisions Made**

- 1- Minutes: Approved
- 2- Agenda: Special Events Report was moved to the discussion agenda. The Consent Agenda was approved.
- 3- Financial: (Melvin) January revenue \$4,321.02; expenses \$6,220.57. Revenue sharing was \$250 (new calculations). Midyear budget review: Good shape on newsletter and website sponsors and ads. AEC sponsorship goal will be met and may exceed expectations; silent auction revenue as anticipated; low on GMS registrations; tradeshow revenue has not been received from MPI but has been promised. Road rally good shape; monthly registration and raffle is on target; revenue sharing is on target, but expect lower revenue because of new calculations, tax charges will not be as high as we thought – next year plan on \$750; membership pins \$500 (national promotions) was not included in the original budget; advertising/promotion on target; Speaker fees over; conference fees – on target; conference travel lower because of scholarships. At the beginning of the fiscal year our budget indicated a deficit of \$3,250. The Board had concerns about revenue lose. However, mid-year calculations suggest that no changes to the budget are necessary. For NEC, new board member Amanda Toy's registration, flight and expenses will be covered by her organization; Andy Silver received a NEC scholarship; Laurie Nickson's organization is paying NEC registration; for the mid-year analysis shows that we are on target for a balanced budget. Report approved.

**III. Action Items / Delegated Tasks**

- 1- Milligan- Add to Board Retreat Meeting – Education: Sponsorships/hosting of a meeting (refer to the policy manual).
- 2- Milligan: Add to next agenda: Facebook posts by non-committee members.
- 3- Milligan: Add to the Board Retreat agenda: Discussion about limiting how often they can receive a scholarship to AEC and NEC.
- 4- Milligan: Add to the Board Retreat agenda: CMP/ CGMP

**Previous Assignments**

- 1- 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. (1/15 not done)

- 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: Explore bonding Treasurer and President.
- 4- Silver will look into Google analytics. 11/13 Silver signed up and is beginning to research.
- 5- Hussein, Dick and Nickson will pursue proctored exam for GMS.
- 6- CMP Discussion: National indicated that Michigan can move forward with a CMP study group. Nickson/Ward/Dick will explore.

#### IV. Reports / Announcements / Discussion

- 1- Advertisings/Marketing: (Dick) Because of the additional banner ads sold, there was discussion about limiting the length of time that banner ads are shown. For larger sponsorship bundles, we’ll place the ad on the banner twice to give those sponsors more exposure. At the end of each monthly meeting, Nate re-sends invoices to those who haven’t paid. Have bundles set by August 2014.
- 2- Education: (Silver/Ward) Discussion about Creative Learning Links offer to have SGMP/MPI/Creative Learning partner for a day-long educational day. The Board agreed not to participate in this educational day as we felt that it would compete with our monthly meeting. Board agrees that there will be no invocations prior to meals AEC Conference agenda is set except for 1 session. Sponsorships are higher than anticipated at \$9,500 with 3 sponsorships left to sell. Because there is limited space on the bus, Silver will add a registration question to find out who is attending the Big House Tour. Going to announce special deal if you register by the end of the week you’ll be entered into a drawing for a gift card. Checking with Debbie Kopkau to see if we need an ethics class. Add speed dating for committees to the AEC agenda. Copies of the agenda will be distributed to attendees today.
- 3- Newsletter/Social Media: (Jarous) Draft newsletter ready for review on Monday.
- 4- Membership: (Hussein) 51.8% planner/supplier ratio. 72 planner; 67 suppliers; 3 retirees.
- 5- Honor and Awards: (Dick) We are receiving scholarship applications for both AEC and NEC; an email will be sent outlining what has been received after the deadline. Review supplier list of years served for certificates at AEC.
- 6- Special Events: (Nickson) Committee chair Nickson announced an exciting Live Auction trip for the Silent Auction – a luxury South African photo safari for 2 people (does not include airfare). There is no cost for SGMP. This will be a substantial revenue source.
- 7- MSAE: Milligan has contacted MSAE again about reciprocal advertising for AEC and ORGPRO
- 8- Community Services: (Flutur) 86 secret admirer baggies for sale today. Proceeds go to NAMi. Full amount of January’s raffle goes to NAMi.
- 9- Event and Industry Day (Milligan). Still waiting for our funding from the 2013 and now 2014 event.
- 10- GMS/CMP/CGMP Updates: Data entry continues. Survey results are in. 13 responses with majority of responses wanting both CMP study course and CGMP. Debbie Denyer contacted us about a possible partnership with MPI on future CMP classes. Discus at Board Retreat.
- 11- Chapter Business Plan: on target
- 12- Board Retreat: (Milligan) Possible dates were discussed. A survey will be sent out to finalize dates.

#### V. National Update

- 1- POY/COY Applications due by 3/28/14

Next meeting will be March 26, 2014 from 2:00pm – 4:00pm in Ypsilanti.

Meeting adjourned at 11:30am.

(Minutes prepared by Chris Ward)