



MICHIGAN CHAPTER SGMP
BOARD OF DIRECTORS MEETING

MEETING NOTES
February 18, 2015

Radisson, Lansing

Lansing, MI

Members Present (a quorum was present)

Michelle Milligan
Laurie Nickson
Nick Hussein
Nate Melvin
Aimee George

Diane Dick
Chris Ward
Amanda Toy
Debbie Kopkau

Members Absent (excused)

Members Absent (unexcused)

Milligan called the meeting to order at 9:07 a.m. A quorum was present.

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

Consent Agenda: See Below

Approval of the consent agenda including:

Minutes from 1/21/15
Advertising Committee Report
Communication Committee Report
Education Committee Report
Registration/Raffle Report

Consent Agenda was approved.

Financial Report – Nate Melvin

There is strong potential for a refund of the tax preparation fees. However, we should plan for \$1,200 for next fiscal year.

Expenses last month include AEC expenses, previous facility invoices, decorations, AEC flight reimbursement, etc.

End of December \$24,214.67 in our checking account; end of January \$21,099.82 in our checking account.

Action Items-Delegated Tasks

- Amanda Toy will follow-up with Julie Pingston to see what she may know about the chapter at its founding.
- Wine wall is sponsored by Lansing CVB. Amanda will invite everyone to donate wine. It must be Michigan based. Also her group will need to buy the top notch wine. **Completed**
- Michelle will reach out to Brenda at National to see how she would like to have the registration form as required by National. She may just have her login to see our registration as well as share a PDF copy of the registration. **Completed**
- Laurie will send out AEC exhibitors next week. Completed
- Michelle will pull the form for NEC scholarship to make sure we are following the requirements. **Completed**
- Amanda to put together an AEC scholarship for February meeting. **Completed**
- Update Monthly Meeting RFP to include properties 100 miles from Lansing **Completed**
- Coordinate the sending of Program RFP and sponsorship bundles. Expected to send by August 1.
- Debbie Kopkau will get white paper from David Hulings.
- Michelle Milligan will reach out to Bethany of MMPI regarding working together for common cause. **Completed**
- Debbie Kopkau will manage renewal and follow-up of GMS members
- Exhibitor Follow-up (Laurie Nickson)
- Reach out to GTR for possible lunch sponsorship (Nate Melvin)
- Send scholarship recipients information on AEC help needed (Diane Dick)
- Marketing AEC (Chris Ward)
- Continue to solicit sponsorships for AEC (Leslie Thompson)
- Update Exhibitor line on registration form (Michelle Milligan)
- GMS Expiration Date Support Ticket in StarChapter (Debbie Kopkau)
- Send last 2 years AEC plaque recipients to Nick (Diane Dick)
- Provide Diane with list of those to receive plaques at this year's AEC (Nick Hussein)
- Investigate and switch out PO Box to Lansing location. Look at UPS stores as they are not listed as PO boxes.(Laurie Nickson)
- Send Doodle for Retreat Dates (Michelle Milligan)
- Reach out to Tax Preparer (Nate Melvin) **Completed**

AEC Report – Chris Ward

Updated AEC brochure will be sent out to membership this week. Laurie Nickson will follow-up on exhibitor information. Discussion was held on who the exhibitor information should be sent out to. Suppliers? Vendors? All Members? Space for exhibit tables is limited to ten.

3 sponsorships are left for AEC. Committee will reach out to GTR for possible dinner sponsorship. There is a committee call next week.

Discussion was held on what scholarship recipients could do at the conference. Diane and Chris will review what was sent last year and Diane will send out to recipients.

Marketing efforts for AEC were discussed. Who is being marketed besides UEP? Should we consider advertising with MSAE? Believed cost is about \$80. Michigan Meetings magazine still has our information posted. Discussion was held on who will market AEC. Chris Ward will take the lead with Nick Hussein helping as needed.

Other possible marketing efforts: 1) Linked In Hot Topic; 2) Posting on Facebook; 3) Post flyers in government buildings.

There is a goal of hitting 100 at this conference. Leslie Thompson will continue to solicit the last of the AEC sponsorships. There was also discussion on possible solicitation of Holiday Inn Midland clients for attendance. Suppliers have and can open up their own databases and send to qualified planners. Amanda Toy has hand invited some of her clients to attend. Everyone seemed open to helping promote attendance through their own contacts.

Wine wall – Amanda reminded everyone to donate Michigan made wine. The individual board members informed Amanda of donations. Beverly Solbolewski will again provide the wine rack for use and Michelle Milligan has leftover bags and ribbon.

Exhibitors will be able to register on-line. Michelle will add the language to the online registration. Potential exhibitors will be informed of breaks in that area if possible. Nick Hussein will check the space. There will be member exhibitor; non-member exhibitor; additional meal. Discussion was held on making sure it was clear it is not a package deal along with registration and that one lunch is included in exhibitor fee.

Community Service – Amanda Toy

A huge thanks to those who donated to Haven House. Items are still being accepted.

AEC again will offer the chance to dress down for a fee of \$5 with the proceeds going to Haven House. The Anniversary Banquet will be business attire.

GMS/CGMP – Debbie Kopkau & Michelle Milligan

Congratulations to the new CGMP awardees. Michelle has posted the congratulatory information to our Facebook page and will recognize those in attendance today.

Amanda Toy suggested that anyone interested in the CGMP could connect with those who just passed for information on the test, what it entails, etc.

Debbie Kopkau discussed GMS and renewal dates. There is a problem with the date field and Michelle suggested putting a support ticket into StarChapter.

Honors and Awards – Amanda Toy

Amanda reported that Diane Dick, Michelle Milligan and she had met to discuss the AEC and NEC scholarship applications.

AEC Applications:

Michelle Milligan \$75

Peggy Pirhonen \$75

Mary Estrada \$150

Discussion was held and approval given on all 3. Total \$300.

NEC Applications:

Total of approximately \$4,600 applied for in NEC applications. (The amount will vary slightly on flight, etc.)

Shelley Long

Charnitamy Alexander

Kathy Cooney

Annette Pepper
Andrew Silver (CGMP)

It was agreed to award all NEC scholarships. Char Alexander's is pending approval from her supervisor on time off.

The board will offer scholarship recipients separate rooms if they prefer to have one.

Discussion was also held on reimbursements for the CGMP course for those who passed. There was additional discussion on additional prepayment of \$100 for those paying out of pocket. It was decided by the board to leave it as is with the \$200 reimbursement to Michigan members.

Andy Silver will repay the Chapter \$595 if he does not pass the CGMP (as with others who have taken the course). Payment has already been made to National.

There was discussion on the supplier qualification and NEC applications. No suppliers applied for a scholarship.

Since the chapter still has monies available for AEC scholarships, it will be announced at the meeting today that scholarships will remain open until Friday, February 27.

A couple recipients stated they were not contacted when they signed up for a committee. Diane will send lists she has to Michelle.

Diane will prepare the Supplier Plaques. She is sending last two years lists to Nick and Michelle. Nick will send updated list to Diane for plaques.

Communication: Discussion was held on who sends out what communication, when. Debbie Kopkau would like to continue with the monthly meeting reminder emails.

Further discussion will take place at the Board Retreat.

Marketing – Amanda Toy

The computer calendars are here and will be distributed today at the meeting. Amanda has been working with another contact due to John's illness.

Discussion was held on the possibility of ordering shirts again for the NEC. Laurie will discuss this with John or another Halo rep and report back to the Board.

Membership – Nick Hussein

MiSGMP received \$450 revenue share this past month. We are at a 53.7% ratio.

Follow up calls were made to those 30 and 60 days out from renewal. National is now allowing suppliers 30 days to renew.

Discussion was held on the possibility of StarChapter being able to note the date when membership is due. All emails would need to be up-to-date. It would also be helpful to have a members email along with their accounting office email to help with ensuring membership doesn't lapse. This will be raised on the Region 3 conference call by Nick or Michelle.

Membership drive: The committee had a call 2/13/15 regarding the membership drive. If there are no clear winners then the committee will refocus and launch a large push for AEC. It will be a similar contest, but it is a

drive to get non-member planners to attend and get their first year of membership. Winner would need a minimum of 6 paying memberships.

Last year if individuals joined they received a complimentary room. Diane asked about Marilyn Clark's room being complimentary. She will ask Sonja. If Sonja is unable to comp, Diane will ask for a scholarship to cover the room. **(Diane asked Sonja and she would prefer us comp the room since she is not an "active" planner.)**

Nick reviewed the at-risk and drops.

New Members

Sarah	Captain	Park Place Hotel
Meghan	Hoffman	Flint and Genesee CVB
Shari	Tiede	Mt. Pleasant Comfort Inn & Suites
Sheila	Smith	--
		Michigan Dept. of Community Health, Office of Recipient
Beverly	Sobolewski	Rights
Cindi	Shell	Michigan Association of Counties
Heather	Woods	Michigan Public Health Institute
Kirstan	Jolin	Michigan Public Health Institute

Nick will update guest meeting attendees letter.

25th Anniversary Sub-Committee – Amanda Toy

Amanda reported on committee phone call (fabric backdrop; decoration). Amanda is also working on the history books.

Discussion was held on selling the credit card phone holders at AEC. Cost to us is \$1.

Special Events: National Fundraising – Laurie Nickson

Laurie participated on SGMP National Fundraising Committee Call on 2/12/15. Laurie has secured two African Safaris – one live and one online for National Auction. The GIL will discuss at their meeting.

Michigan Chapter Board will donate a Michigan Beer & Wine Basket. Nate will look into website for ordering, cost, etc. (winecountrygiftbaskets.com; Mimakersbox.com;) Diane or Nick has agreed to bring it with them to NEC. Each board member will donate \$20 toward the basket.

There was also discussion on donating \$150 to the Community Service at the NEC.

Chapter Business Plan

Most items have been achieved, please review for items still needing completion.

Other items:

The time for May Board Meeting is still pending along with July.

Michelle Milligan will present scheduled May program in April and Debbie Kopkau or scheduled speaker will present April meeting in May.

Discussion was held on appointing someone from board (Chris Ward or Diane Dick) to 1st Vice President when Michelle moves to National Board and Laurie moves to Michigan President. Diane and Chris will discuss.

Discussed possible replacement board member from lists of meeting attendance and contribution to the Chapter. Further discussion will be held in March.

The PO Box will now be switched to Lansing. Laurie Nickson, as incoming president will investigate. President and Treasurer will both be on the PO Box.

Transition plans were discussed as Michelle moves on to National starting in July. Possible board members were discussed.

There was also a discussion on the list of things Michelle does and how we can make sure all are covered once she moves on to National. Michelle will compile a list of items to share with the Board.

Retreat dates were discussed. A Doodle will be sent exploring May/June dates, pending available dates at Laurie's office.

National Updates:

Congratulations to Michelle Milligan on her election to the National Board.

Michelle reported on JLS meeting and discussed the COY and POY application process.

Next Meeting: March 18, 2015 at 9:00 a.m. (Changed from 10:00am)

Meeting adjourned at 11:45am.

Respectfully Submitted,
Diane Dick, CMP

Board Conference call 2/24/15 2:00pm-:300pm:

Garland from National is looking for sponsorship for one of the keynote speakers at NEC. The cost is \$5,000. Several board members commented that this amount seems too much. Discussions included seeking supplemental funds from Travel Michigan and the Michigan CVB membership. Through a conversation M. Milligan had with SGMP Executive Director, Rob Bergeron, a sponsorship level of \$8,000 or higher is needed for stage time or to show a Pure Michigan video. A. Toy offered to reach out to Travel Michigan for their response; however, after further discussion it was determined that Michigan would sponsor at a lower amount. Debbie Kopkau remembered when National bailed out the Michigan chapter during hard financial times to the amount of \$1,500 that was never requested to be reimbursed. It was decided that \$1,500 was an appropriate amount. N. Melvin will reach out to Mark Harvey at National to discuss a sponsorship package.

An additional conversation of inviting past board members to the 25th Anniversary Banquet at the AEC was discussed. An amount of \$15 was agreed upon for dinner for those not attending the full conference. C. Ward and N. Melvin will research past board members with the help of A. Silver and reach out for invitations. M. Milligan requested that reaching out to all unregistered members be completed by the AEC committee. This will be during the AEC conference call scheduled for Friday, February 27.