



MICHIGAN CHAPTER SGMP
BOARD OF DIRECTORS MEETING

MEETING NOTES
June 18, 2014
Union Building, Michigan State University

Members Present (a quorum was present)

Michelle Milligan
Laurie Nickson
Nick Hussein
Nate Melvin

Sarah Jarous
Amanda Toy
Andrew Silver

Members Absent (excused)

Diane Dick
Chris Ward

Members Absent (unexcused)

Others Present

Kami Smith

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- I. Milligan called the meeting to order at 9:22 am
The Bill of Rights was read by President Milligan.

II. **Decisions Made**

- A. May Minutes: Board approved.
- B. Consent Agenda: Board approved.
- C. Financial Report: Review of income and expenses. Noted that we had 2 Road Rally 2 events in one year. Still tracking above target. Discussion about no income for 3 meetings during 2014-2015.
- D. Board approved May's financial report.
- E. Upcoming Board Meetings to be held July 16th 1:30 pm Michigan Association of Counties, August 20th 11:30 at Eagle Eye; September 18th 1pm at Crown Plaza Lasing; October 15th directly after program at Mr. Pleasant Comfort Inn

III. **Reports / Announcements / Discussion**

Advertising/Marketing

Discussion on bundles from last year – will follow last year's theme
Discussion on upcharges for sponsorships

Annual Education Conference

Committee recommended to board that 2015 AEC be held at Holiday Inn Midland
Board approved committee recommendation 6 yea 1 abstention

Communication:

Finalizing newsletter for this quarter – deadline June 30
Social media – making postings as much as possible

Community Service

Organizing drives for next fiscal year
August – September: Shoe drive for lower Head Start Programs

Honors and Awards

Discussion on time frames for sending out the information for awards
Consensus was to send out call for nominations today through July 15 and hold voting August 1-20
Discussion on adding a Best Government Meeting Facility award for 2015

Membership

Review of members who joined, renewed, dropped and those “at risk”
Committee restructured to replace members who left – focus will be on retention
Ratio 78 planners and 68 suppliers 53.4%

Special Events

Road Rally

Follow-up: reviews good, increase in attendance, too many stops was main feedback
Discussion about need to develop written guidelines for Road Rally
Discussion about limiting the number of sponsored cars
Discussion about possibly removing car sponsorship from the bundles

Golf Outing

20 tickets available
9 holes
\$30 per person
1:30 pm tee time
Discussion about sponsorship after inquiry from Great Lakes Bay Area CVB
Board consensus was to hold off until next year to give everyone equal opportunity

Halo Promotion Event

Enter into discussion regarding 2015 program
It was suggested that we develop and put on program and invite Halo attendees

IV. Action Items/Delegated Tasks

Previous Assignments

- 1- Milligan: Add AEC regional conference to the next agenda.
- 2- Silver/Ward: AEC - draft a regional conference rotation for the board to review.
- 3- Silver/Ward: Education - will send out the RFP for monthly meetings.
- 4- Nickson: explore having another live auction giveaway for the silent auction with CVBs.
- 5- Melvin: to draft criteria for “Advertising of other organization’s events” for board review at the retreat.
- 6- Milligan- Add to Board Retreat Meeting –
 - a. FB posts by non-committee members.
 - b. Discussion about limiting how often they can receive a scholarship to AEC and NEC.
 - c. CMP/ CGMP/GMS proctored exam
 - d. Host vs sponsor
 - e. Advertising of other organization’s events:
 - f. 25th Anniversary
 - g. New goals and objectives
 - h. Committee roles and responsibilities
 - i. Retention / “sorry we missed you” email
- 7- Milligan/Melvin/Silver: To research “unverified addresses “for credit card charges.
- 8- Business Plan: Reviewed plan and highlighted areas to focus on: 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.
- 9- 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.
- 10- Milligan: Explore bonding Treasurer and President.
- 11- Silver will look into Google analytics. 11/13 Silver signed up and is beginning to research.

V. National Update

National Finance Committee Conference Call – Update to budget template

Membership Committee Conference Call – focus on retention. Not very much participation by Chapters

VI. Round Table

- Aaron Wolowicz contacted Milligan about sponsoring Destination Michigan Showcase 11/5 events
- MPI Event Industry Day changed to September 8
- Noted that we have not received payment for last 2 years.
- Reviewed Board Retreat Agenda

Retreat will be June 30th from 8:30am – 5:00pm at MAYAEC

839 Centennial Way, Suite 200
Lansing, MI 48917

NEXT BOARD MEETING: July 16 1:30 PM
Michigan Association of Counties
935 N Washington Ave, Lansing, MI 48906

Meeting adjourned: 11:26 AM

(Minutes prepared by Andrew Silver)