



MICHIGAN CHAPTER SGMP
BOARD OF DIRECTORS MEETING

MEETING NOTES

March 18, 2015

Holiday Inn Midland

Members Present (a quorum was present)

Michelle Milligan
Laurie Nickson
Nick Hussein
Nate Melvin

Aimee George
Diane Dick
Chris Ward

Members Absent (excused)

Amanda Toy
Debbie Kopkau

Members Absent (unexcused)

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

Michelle asked if there were any changes to the February 18, 2015 minutes and there were none.

The Bill of Rights were read by Board Members.

Diane asked that Michelle add the Radisson Lansing as a Preferred Vendor on the website. (This was not included in Advertising Report).

Michelle indicated that the GMS and Education Reports were moved to the consent agenda. Laurie also asked that NEC be put in the discussion agenda.

Laurie updated the board on the health of John Rosendahl.

Approval of the consent agenda:

Minutes from February 18, 2015
Advertising
Community Service
Registration/Raffle
Education (added)
GMS (added)

Consent Agenda was approved.

Action Items – Delegated Tasks

- Michelle and Amy will edit testimonials and upload to web
- Michelle will ask StarChapter to update the website for video
- Michelle will write a conference synopsis for the President's Pen

- Aimee will get a millennium and boomer article for the newsletter.
- Nick Hussein will develop Guest Letter Template.
- Laurie Nickson will follow-up on board Basket for NEC
- Website Training – entire board
- Create gmail account for MiSGMP to use with Google analytics. (Michelle Milligan)
- The Guest Template letter still needs to be developed (Nick Hussein)
- Amanda Toy will follow-up with Julie Pingston to see what she may know about the chapter at its founding. **Completed**
- Wine wall is sponsored by Lansing CVB. Amanda will invite everyone to donate wine. **Completed**
- Coordinate the sending of Program RFP and sponsorship bundles. Expected to send by August 1. (Diane Dick, Debbie Kopkau)
- Debbie Kopkau will get white paper from David Hulings.
- Debbie Kopkau will manage renewal and follow-up of GMS members
- Exhibitor Follow-up (Laurie Nickson) **Completed**
- Reach out to GTR for possible lunch sponsorship (Nate Melvin) **Completed**
- Send scholarship recipients information on AEC help needed (Diane Dick) **Completed**
- Marketing AEC (Chris Ward) **Completed**
- Continue to solicit sponsorships for AEC (Leslie Thompson) **Completed**
- Update Exhibitor line on registration form (Michelle Milligan) **Completed**
- GMS Expiration Date Support Ticket in StarChapter (Debbie Kopkau) **Completed**
- Send last 2 years AEC plaque recipients to Nick (Diane Dick) **Completed**
- Provide Diane with list of those to receive plaques at this year's AEC (Nick Hussein) **Completed**
- Investigate and switch out PO Box to Lansing location. Look at UPS stores as they are not listed as PO boxes.(Laurie Nickson) **Completed**
- Send Doodle for Retreat Dates (Michelle Milligan) **Completed**

Financial Report – Nate Melvin

February was a good month with not a lot of expenses. Nate reviewed income and expenses. We have reached 66% of our projected income for the year.

Nate reviewed our projected budget and where we are on each line item to-date.

Discussion was held on AEC registrations and paid attendees and cancellations. Laurie read the cancellation policy on our web site. More discussion will be held at the retreat.

End of January checking balance was \$21,099.82 and Savings was \$12,047.40. The end of February checking balance was \$31,076.90 and checking balance was \$12,047.86.

Financial Report was approved.

Committee Reports:

AEC – Chris Ward

Chris reviewed the items still needing to be done (packet stuffing; wine wall preparation). As of right now we have 4 exhibitors. Discussion was held on whether we should have reserved tables at the banquet for special guests.

Michelle shared that during her State of the Chapter Address she would be honoring Steve Yoder with a Certificate for his many years of membership and support of the chapter.

Communication – Amy George

Amy reported she has 4 video testimonials from members to be edited and put up on the website.

An Instagram page and Twitter account have been set up. Aimee reminded board members that any other items such as donations for monthly items and any write ups be in hand by Monday for the newsletter. Michelle will do a conference

synopsis in her President's Pen. Aimee is working on getting a millennium and boomer article for the newsletter.

Discussion was held on user names and passwords for our social media (Twitter/Facebook/LinkedIn) and what rights each board member should have.

Education – Chris Ward

The committee is working on updating RFP for AEC. It was decided that the AEC RFP should be sent out on its own.

Approval was received to switch the April and May meetings due to scheduling conflicts.

The committee will reconvene to determine topics for July-December. Chris is working on confirmation of the Breslin Center for the July meeting.

When sending out the evaluation of the AEC, it was discussed that a question on the extended length of this AEC be addressed.

The planners on the board will send "blackout" dates to Chris on when holding the AEC will not be good for them.

Membership – Nick Hussein

Nick discussed the Membership Drive. He asked if we do not have a clear winner by the end of the month if we could raffle off tickets to a monthly meeting as a fundraiser for a chance at receiving the iPad.

It was also discussed to put the iPad in the Silent Auction.

Discussion was held on doing something different as a membership drive, i.e. bring in 3 new members and get a free monthly registration or a \$25 gift card. The gift card seemed more appealing (Target/Speedway).

There was discussion on working hard to move forward and gain memberships, as we have been staying constant and not moving forward.

New Members: Kim Corcoran; Sarah Hamel; Hope Rollins. Mary Schwartz, renewal. Transfers: Christopher Gentry; Emily Thompson; and Gina VanDenBoom.

The Membership Committee continues making follow-up calls.

25th Anniversary

25th Anniversary items are ready and will be distributed during the conference (mugs; decorations). Glamour photos will be available during the dinner. Kim Moore has donated in-kind the dinner décor. Amanda has the timeline for the past 25 years.

Phone covers will be available at the registration desk at \$2 each.

The flow of the dinner was discussed.

Special Events – Laurie Nickson

Laurie met with the Mt. Pleasant Comfort Inn and CVB on logistics for Road Rally. She also discussed the 2 African Photo Safaris that she has secured for the NEC Auction.

Laurie discussed the Case of Liquor Liability that the Michigan Chapter will present at the NEC in Minneapolis. Laurie will determine board member roles in the presentation.

Laurie also compiled a list of committees and their responsibilities. A sign-up sheet for each committee will be available.

Exhibitors at this year's AEC are limited, but it was decided to add the Exhibitor option to the Advertising and Bundle packages for next year's AEC.

Technology – Michelle Milligan

Michelle discussed the Google analytics that is now available to us. This will be a helpful tool for selling advertising on the website. She shared various reports. It was decided to create a MiSGMP gmail (misgmp@gmail.com) account so that all board members can have access to the data once, especially once Michelle moves to the National Board.

Michelle discussed the possible uploading of board agendas and minutes to the website. Discussion was held on whether using Dropbox might be better.

Discussion was held on board training for website that is still needed. May meeting time was increase to deal with website training.

Chapter Business Plan – this has been updated with items completed.

The Guest Template letter still needs to be developed (Nick Hussein)

Relationships with national – moving in right direction (Andy on GIL; Michelle on National Board)

Other Items:

Dates for May & June 2015

Staff Retreat – Monday, June 29 and Tuesday, June 30 – Laurie Nickson's Office.

May Board Meeting: May 13th 9:00-3:00 p.m. (possible website training)

Polo shirts will be made available for those who may want to purchase before the NEC.

Discussion was held on Board appointment (vacancy when Michelle moves to National). Diane will move to First VP and Laurie will move to President. Discussion was held and Annette Pepper will be asked to join the board as secretary.

Discussion was held on who will cover Destination Michigan. Laurie Nickson, Debbie Kopkau and Nick Hussein are attending.

Laurie Nickson discussed the new PO Box. Nate and she will meet up in the next month and establish one at the UPS Store on West Saginaw, Lansing. 24 hour access and they accept packages. \$240 annual fee.

National Updates/NEC:

The COY and POY were completed and sent to National by due dates.

Discussion was held on Michigan Board package for National Auction. Laurie will investigate the Michigan box – each board member will donate \$20.

Nate will send information to each board member on the NEC and which nights you need an overnight. If you have not yet registered, please go on the SGMP web and register.

Meeting adjourned 11:38 a.m.

--Respectfully submitted, Diane Dick, CMP, Secretary