



MICHIGAN CHAPTER SGMP
BOARD OF DIRECTORS MEETING

MEETING NOTES
May 13, 2015

MELG Building, Lansing, MI

Members Present (a quorum was present)

Michelle Milligan
Laurie Nickson
Nick Hussein
Nate Melvin
Aimee George (phone)
Diane Dick
Amanda Toy

Annette Pepper (new board member as of July)

Excused

Debbie Kopkau
Chris Ward

Milligan called the meeting to order at 9:12 a.m. A quorum was present.

Nate Melvin Read Bill of Rights.

There were no corrections to the minutes.

No committee reports were moved.

Consent Agenda including Community Service & Honors and Awards Reports was approved.

Nate reviewed the financials. We are just shy of 94% of proposed budget, which is where we need to be next month.

Checking Balance as of 3/31 = \$24,647.29

Savings Balance as of 3/31 = \$12,048.38

Checking Balance as of 4/30 = \$19,494.37

Savings Balance as of 4/30 = \$12,048.87

NEC payments still need to be paid (reimbursements)

Approval of Financials. Nate abstained.

Action Items – Delegated Tasks

- Michelle and Amy will edit testimonials and upload to web
- Michelle will ask StarChapter to update the website for video
- Aimee will get a millennium and boomer article for the newsletter.
- Website Training – entire board **Completed after May Board Meeting**
- The Guest Template letter still needs to be developed (Nick Hussein)
- 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 and Veronica Gracia-Wing.
- Debbie Kopkau will manage renewal and follow-up of GMS members
- Add Regions and AEC Locations to Policy Manual (Chris Ward)
- Discuss Newsletter status (keep in house or seek professional)
- Look into soliciting local Lansing companies/venues for Silent Auction (Laurie Nickson/Amanda Toy)
- Completion of StarChapter Questions (Michelle, Laurie, Nate and Nick)
- AEC RFP to go out to West Region (Chris Ward)
- Branding Session with the Board (Entire Board)

Advertising – Diane Dick

Received new banner ad from Detroit to replace existing. Diane, Debbie and Nate will have draft of 2015-2016 bundles for review at June Board Retreat.

AEC – Chris Ward was absent.

A question was raised on whether or not AEC RFP went out? Annette emailed Chris and it will go out this Saturday the 16th.

Communication – Aimee George

The videos have not been edited yet but will be shortly. Aimee will learn how to post them to the web.

Subject matter for the next newsletter:

Monthly door program sponsors (Diane has sent to Aimee)
 April program write-up – Leonard LaFrance
 Road Rally Pictures – Nate will provide, Leonard will do write up

If you have any NEC pictures, please send to Andy
 Michelle's Presidents Pen will be on the NEC
 Silent Auction Promo
 Millenium and Boomer Articles
 Ads – Diane will remind Sponsors
 Description of Pink Fund

Board Retreat Discussion will include a discussion on continuation of newsletter with Andy or pay professional.

Education – Debbie Kopkau was absent but provided a report. She has worked with Mt. Pleasant on details for program for May and met with presenter. Confirmed Breslin Center for July meeting. Sent email to Jerry vanRossum to see if he is available for July program.

Will send Know Before You Go to May attendees. Will follow-up with John Rosendahl for August Program; Will reconvene committee for July-December programs. Will finalize July program. **September 15th – deadline for education programs next year to National.**

September 9 will be auction/board meeting.

GMS – Debbie Kopkau was absent but provided a report. Debbie sent supervisor letters to newest GMS participants. David Buckenberger renewed. The May program was marketed to those in GMS program. The committee will continue to market the GMS program and follow-up on certificates.

Membership – Nick Hussein

2.2% over in membership at 52.2%. 71 Planners and 65 Suppliers for a total of 136 members. Committee continues to work on retention. Picked up a couple new members at Destination Michigan. Committee is focusing on at risk and 60 day out.

Board decided to do a Press Release announcing awards won at National. Annette will work on it. Michelle will send wording to Annette

Registration Raffle – Diane Dick. The donor list was sent to Aimee for the newsletter.

UEP Event on 6/12 at Eastern - Michelle may go, Laurie possibly will go.

Special Events – Laurie Nickson. Laurie reported final prep on the Road Rally. Discussion was held on the cars, planners and suppliers. Board will continue to solicit planner participation.

Auction: Laurie will draft letter to local possible donors and send it out mid June.

NEC Session: We received great comments on Michigan session at NEC and were asked to do again next year. Laurie is sending this program to Garland for other Chapters to use.

Technology: We were selected by StarChapter to be featured in monthly newsletter. We have 7 questions to answer.

Discussion was to divide the questions and email to the committee. We need to know the date needed.

Michelle reviewed Google analytics. The Board would like to have a professional come in and explain how to use to our own benefit. We may possibly do a program on this. Discussion was held on who may be able to help.

The Chapter Business Plan has been updated and there are only a few things we have not achieved. Membership is the hardest area.

Discussion will be held at retreat on Branding of MISGMP. Organizational Branding – a 5 year plan. We could also offer this at AEC.

Discussion was held on a unique venue to have ½ day organizational planning session.

Discussion was held on Action Items listed in minutes. Discussion was held on a Global List which would be for a whole year or 2 year election cycle and would be an excel document. It would be assigned to another board member to update. Discussion will be held at Board Retreat.

June Board Meeting will be held on the 29th as part of Board Retreat. Will need to quickly turn around the minutes by the 10th.

Board Retreat – Amanda is working on Monday night fun. We will use \$200 from National plus state per diem exclusive of alcohol.

Branding as part of board retreat. Possible new banner.

Discussion was held on having RFP available on our website. You can do it on National's site.

Adjourned at 11:50 a.m.

Respectfully submitted, Diane Dick