



Michigan Chapter Board of Directors

MEETING NOTES

"DRAFT #1"

September 18, 2013

Amway Grand Plaza, Grand Rapids, MI

Members Present (a quorum was present)

Diane Dick
Mandy Flutur
Nick Hussein
Sarah Jarous
Nate Melvin

Michelle Milligan
Laurie Nickson
Andy Silver
Chris Ward

Members Absent (excused)

N/A

Members Absent (unexcused)

N/A

Others Present

N/A

I. Milligan called the meeting to order at 9:00am. The Bill of Rights was read by the Board.

II. Decisions Made

- 1- Minutes: The Board approved the August 21, 2013 minutes.
- 2- Agenda: Special Events Report was added to the Discussion Agenda. Consent Agenda was accepted and approved.
- 3- Financial: Current finances reviewed. Received \$1,100 for July revenue sharing. Year end reports were turned into National. In current budget but not being used: \$750 not using for taxes; \$750 not streaming webinar to Ann Arbor in September. Need to add to the current budget: \$500 for SGMP pins. For NEC 2014: Nickson's organization will pay for her own airfare. Board approved finances.
- 4- Financial: Budget adjustments due to Revenue Sharing Cuts: Our chapter will lose approximately \$2,560 in revenue sharing. Nick Hussein will contact suppliers that are up for renewal and encourage them to renew prior to the end of the year – which will still be the current revenue sharing ratio. Board approved not to make changes to the current budget and re-evaluate in 6 months.
- 5- Community Service: December program has a "celebrity bartender" fundraiser as well as Toys For Tots campaign. Hussein will contact Kellogg Center to discuss the celebrity bartender. Hussein is a certified bartender. If celebrity bartending is not approved by the Kellogg, Board will donate December raffle proceeds to the Michigan State Trooper's Fallen Troopers Memorial Fund.
- 6- Special Events: Discussion about advantages of having a Road Rally, Golf or Bowling. Continue Road Rally fundraiser; for the August / Halo Program, Nickson will discuss with John about sharing the educational program costs towards Leadership. In August, offer a 9-hole golf scramble following the Trade Show. Discussion about additional fundraising ideas.
- 7- MSAE Partnership: MiSGMP will co-sponsor OrgPro if MSAE will give us 2 complimentary registrations (for Board Members) and complimentary advertising for our AEC.

III. Action Items / Delegated Tasks

- 1- Hussein will contact Kellogg Center to discuss the celebrity bartender for December.
- 2- President Milligan will look into the rules and regulations of raffles through the Michigan Lottery Commission.
- 3- Nickson will work with Halo on educational program for Leadership; golf outing after trade show.
- 4- Silver will look into Google analytics.
- 5- Hussein, Dick and Nickson will pursue proctored exam for GMS.

- 6- CGMP Discussion: Survey the membership to see which certified program they would prefer: CGMP or CMP.
- 7- CMP Discussion: National indicated that Michigan can move forward with a CMP study group. Nickson/Ward/Dick will explore.
- 8- Policy Manual Review Pages 9-15: Board will review and send comments to Milligan by the end of next week.

Previous Assignments:

- 1- Nickson: Have Special Events committee review criteria for site selection for awards banquet.
- 2- Milligan: Explore bonding Treasurer and President.

IV. Reports / Announcements / Discussion

- 1- Advertising/Sponsorship. Grand Rapids is confirmed; Detroit is waiting for approval; Lansing CVB is discussing.
- 2- Communication/Social Media: Newsletter looks great; FB posts continue. Beginning in November, have monthly pictures of the raffle items on FaceBook.
- 3- Membership: 139 members (including 3 retirees) 71 planners; 65 suppliers. Ratio: 52.2%; Michigan is currently the 3rd largest chapter. Reviewed the members at risk and members who have dropped.
- 4- Business Chapter Plan: Education: Educational program calendar was turned in to National. Membership: Still exploring the webcasting idea. Discussion about marketing SGMP to state planners and getting a flyer posted at the State office buildings. Communications: Silver will look into Google analytics. Marketing/Sponsorship/Advertising: video testimonial (at AEC); ask future presenters to videotape a blurb about their upcoming presentation; then post in FB and email. Relationships with National: Heartland of America conference moved to November 6 & 7, 2013 (which is the same date as Destination Michigan). Discuss promoting our AEC to Ohio and Indiana. Offer 1 free AEC registration for Indiana and Ohio.
- 5- Destination Michigan Showcase (11/6/13): Chris, Andy and Sarah are registered for the event to promote SGMP.
- 6- Event and Industry Day (1/28/14 at the Kellogg Center): Mark your calendar. Milligan will contact Gerri about our participation.

V. National Update

- 1- JML meeting summary was provided.
- 2- Milligan updated the Board on National finances and discussed the shortfall.
- 3- GMS Discussion: National indicated that on all SGMP correspondence, the initials, "GMS," must be removed. GMS is not a certification program because there is not an exam. Michigan will discuss the possibility of creating a proctored exam and bring that information back to National. Hussein, Dick and Nickson will pursue.
- 4- Beginning in October, we must have a sign-in and sign-out at each monthly meeting.

Next meeting will be the Awards Banquet and Silent Auction on November 20 at 1:00pm at the Comfort Inn, Mt Pleasant, Michigan.

Meeting Adjourned at 11:18am.

(Minutes prepared by Chris Ward)