



**BOARD OF DIRECTORS MEETING MINUTES – NOVEMBER 18, 2015**

University Quality Inn, Lansing

**Members Present** (a quorum was present)

Laurie Nickson, President	Diane Dick, 1 <sup>st</sup> Vice President
Nick Hussein, 2 <sup>nd</sup> Vice President	Aimee George, Director
Nate Melvin, Treasurer	Amanda Toy, Director
Annette Pepper, Secretary (phone)	Debbie Kopkau, Past President
Chris Ward, Director (phone)	

Laurie Nickson called the meeting to order at 9:06 am. A quorum was present.

**Bill of Rights** L. Nickson

**Approval of Consent Agenda** L. Nickson  
 - Approved as presented

**Approval of October 2015 Board Meeting Minutes**  
 - Approved as presented

**Committee Reports Received, No Action Required**

Advertising/Sponsorships	D. Dick
Annual Education Conference	C. Ward
Communication/Social Media	A. George
Education	D. Kopkau
GMS Certificate	D. Kopkau
Honors and Awards	A. Pepper
Registration/Door Prizes	D. Dick
Membership	N. Hussein
Scholarships	N. Melvin
Technology*	N. Melvin

\*Nate gave a quick update on technology. There is a new tab on the home page named Connect. This takes you to Facebook, Twitter, LinkedIn, Instagram and our Social Media Policy.

**Review of Financials** N. Melvin

BANK BALANCES	9/30/2015	10/31/2015
Checking	\$23,490.02	\$23,672.81
Savings	\$12,051.38	\$12,051.87

Review of October 2015 Income/Expenses: N. Melvin

Review of Bank Statement N. Melvin

Review of Bills to Pay N. Melvin

Check Register Sign-off D. Kopkau

Financials accepted as presented.

## Committee Reports, Discussion/Action Needed

### Community Service

A. Toy

- Capital Area Humane Society is the charity through the month of December
- The committee will send a survey to members to ask for suggestions for charities to consider for 2016. The charity survey will be mentioned at today's meeting, as well as on the evaluation emailed about today's meeting. Amanda will get a photo when she delivers the items to the Humane Society.

### Marketing

A. Toy

- Expectations of the marketing committee (more members to be recruited) include:
  - Collaborating/partnering with other associations (MSAE, MPI). Laurie to meet with Edward (MSAE) to explore partnership opportunities and targeted mailings to members
  - Determine our target audiences
  - Nick to explore, with Rhonda, if there is a SOM list of event planners
  - Develop a pamphlet/flyer detailing the value of membership
  - Solicit testimonials about how MiSGMP can make your job easier; post on website
- Stress balls were ordered and will be given out at today's meeting

### Membership

N. Hussein

- Brenda Haight leaving membership committee; will join another committee
- Those at risk and 60 days out were contacted
- Committee to have conference call to discuss game plan for committee chairs
- Discussion about BRTF Supplier Project. Board voted to not participate as we don't want to jeopardize our ratio.

### 2015/2016 Chapter Business Plan

L. Nickson

- To be reviewed and updated at monthly board meetings.

### National Update

L. Nickson

- Laurie updated the committee on the schedule for the 2016 NEC in San Diego, CA. The 2018 NEC in Norfolk, VA has been cancelled

### Special Events

L. Nickson

- Discussion about the date and location of the September 2016 annual awards banquet and auction. Board voted to hold event on September 14th at Crowne Plaza Lansing West.

### Nominations and Elections

D. Kopkau

- Discussion on upcoming election. Debbie provided a draft of a FAQ regarding board membership. An email version to be sent to all board members for review and comments.
- Debbie will update committee descriptions with regard to time commitments

### Other

All Board

- Nick attending UEP to market SGMP on 12/16
- **Newsletter Deadline 12/15/15**

A. George

  - Discussion on newsletter articles and deadline.

**Next Meeting, December 16, 2015 9-11:15 a.m. Kellogg Center, East Lansing.**

Respectfully submitted,  
Diane Dick, CMP