



BOARD OF DIRECTORS MEETING MINUTES – DECEMBER 16, 2015

Kellogg Hotel and Conference Center, East Lansing

Members Present (a quorum was present)

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

Laurie Nickson called the meeting to order at 9:09 am. A quorum was present.

Bill of Rights	Board Members
Approval of Consent Agenda	L. Nickson
Approval of November 2015 Board Meeting Minutes	

Committee Reports Received, Report Only

Advertising/Sponsorships	D. Dick
Annual Education Conference	C. Ward
GMS Certificate	D. Kopkau
Membership	N. Hussein
Nominations and Elections	D. Kopkau
Registration/Door Prizes	D. Dick
Scholarships	N. Melvin
Special Events	L. Nickson
Technology	N. Melvin

Committee Report Received, Nothing to Report

Honors and Awards	A. Pepper
-------------------	-----------

Review of Financials

N. Melvin

BANK BALANCES	10/31/2015	11/30/2015
Checking	\$23,672.81	\$25,796.12
Savings	\$12,051.87	\$12,052.38

Financial Reports

Review of Financials	N. Melvin
Review of 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

Communication/Social Media

A. George

- Annette Pepper updated MiSGMP Twitter to follow each agency that belongs to the Michigan Chapter of MiSGMP

Newsletter

- Discussion on printing the newsletter. Rotating board member's agencies to print as a gift in kind. Include in new member kits. Print copies available at monthly meetings for guests and/or potential new members.

Website Review

N. Melvin

- Add an easy to find link to the board minutes.
- Update all pages or take off information that is no longer used.
- New tab connect with Facebook, Twitter, and LinkedIn

Community Service

A. Toy

- Survey done. 1st quarter charity is Ellie's Place. The committee will meet to determine the remaining 2016 quarterly charities. Suggestions were:
- Ronald McDonald's House
- Refugee Center
- Juvenile Diabetes
- Make the Wish Foundation
- Cleaners

Education

D. Kopkau

- Kellogg not able to hold December 14, 2016 meeting. Radisson Lansing contacted and confirmed. As Radisson originally had July 2016 a different venue will be sought for July.
- Have a lead on February 2016 speaker.

Marketing

A. Toy

- Shelly Long and Anissa Damon are now on this committee.
- Kick this off in February of 2016. Have business cards printed with talking points that members can keep/use. Exploring incentives for members bringing in new members.

2015-2016 Chapter Business Plan Update

All Board Members

STRATEGIC FOCUS 1: MEMBERSHIP

- New ideas to recruit and retain new members being implemented.
- Reclaim and Branding

STRATEGIC FOCUS 2: EDUCATION, RESOURCES & NETWORKING

- Products & Services Driven by/Aligned with Mission
- Education, Resources, Networking

STRATEGIC FOCUS 3: COMMUNICATION

- Engage in Dialogue Openly & Effectively
- Maximize Chapter Newsletter & GC magazine, Utilize Emails & Social Media, Prioritize Transparency

STRATEGIC FOCUS 4: VOLUNTEER LEADERSHIP

- Take Ownership
- Learn Continuously
- Revitalize with Succession Planning
- Emphasize Sustainability

STRATEGIC FOCUS 5: VISIBILITY & MARKETING

- Presence in the Marketplace and Differentiation within the Marketplace
- Alliance Building with Agencies
- Alliance Building with Industry Associations

STRATEGIC FOCUS 6: RELATIONSHIPS WITH NATIONAL

- With the National Board
- With Your Region
- With Other Chapters
- With Headquarters Staff

NATIONAL UPDATE

New Membership Director Position

L. Nickson

- New position has been posted for National SGMP Membership Director.

Membership

L. Nickson/N. Hussein

- Developing a script for phone calls to members who are at risk.
- National Membership Committee Call, December 17, 2015 @ 2 PM EST

Region 3 Call

D. Dick/N. Hussein

- Roll Call, In attendance: Heart of America; Michigan, Carolyn Barrett and Patti Barron, Discussion lead by Kimberly Forte
- Chapter Operations Plan check-up – Just a friendly reminder that they should be addressing where you are right now and where you want to be at years end.
- Membership strategies – Chapters eligible for supplier additions without planner matches are being informed to notify HQ of their intent to participate. Michelle Milligan emailed details to all eligible chapters. (Reminder, MI decided not to participate.)
- Monthly Chapter Reports– Reminder that these reports are due by the 10th of every month even if you did not have a chapter meeting. Financials as well. Revenue Share checks will be forfeited if you have not submitted reports for 3 consecutive months. Status sheet posted for your review on the chapter board toolkit within a week of submission.
- Chapter minimums – As of Oct 1, 2015 chapter 50/50 policies will be enforced. If your chapter is below 50/50, start addressing this now. The national board reaffirmed its support of these policies and has set an enactment date of October 1, 2015 by which to “start the clock” on these time frames.
- JLS - 2016 NEC JLS – The 2016 NEC JLS session will be from 12:30 to 5pm on Tuesday, May 17th. All current and incoming presidents and 2nd VP’s need to be present at 12:30 for the opening part of the JLS. There will be 3 breakout sessions in later parts of the JLS for specialty areas (membership, communications, treasurers, secretary, etc.) where other chapter leaders are invited to participate. Full schedule to be released soon!
- Policy M-11- This has been revised to allow chapters to provide scholarships to NEC for Retiree Members. The National eligibility for the NEC scholarships has not changed.
- Reminder - Please do not use chapter funds to contribute to charities. We would like to see you spend these funds on our mission...education!
- CGMP Congress- February 22-24 at the Doubletree Hilton Washington DC Crystal City. All info is on the website.
- SGMP conducting exit surveys. Please contact Brenda should you wish to see the exit survey.
- Nominations and Elections–Questions regarding your chapter N&E process need to be directed to your chapter N&E chair and/or Rob Coffman.
- 2018 NEC in Norfolk has been cancelled–Members emailed regarding the cancellation.
- Questions? - Michigan stated that they were going to try something new for Renewals. They will type in the subject line with RED letters. SAVE THE DATE. The message is basically to state that they have to pay their invoice and renew by a certain date. Great idea!

OTHER ITEMS

All Board Members

UEP Vendor Showcase, 2/3/16, Ann Arbor

L. Nickson

- Nick Hussein to attend

MSU Program Certification Information

A. Toy

- Amanda gave an update. Exploring having a table at their trade show

MiSGMP Board FAQs

D. Kopkau

- Reviewed, suggestion to expand language/description on the time expectations of being on the board. Laurie to rewrite with input from Chris and Nate.

Next Meeting

January 20, 2016, 9-11:15 am, Lansing Center, Lansing

Respectfully submitted,
Annette Pepper, CMP