



BOARD OF DIRECTORS MEETING MINUTES – OCTOBER 21, 2015

Kensington Court Hotel, 610 Hilton Blvd, Ann Arbor, Michigan

Members Present (a quorum was present)

Laurie Nickson, President
 Nick Hussein, 2nd Vice President
 Nate Melvin, Treasurer
 Annette Pepper, Secretary

Diane Dick, 1st Vice President
 Aimee George, Director
 Amanda Toy, Director
 Debbie Kopkau, Past President

Excused:

Chris Ward, Director

Laurie Nickson called the meeting to order at 9:16 am. A quorum was present.

Bill of Rights

L. Nickson

Approval of Consent Agenda

L. Nickson

- Approved as presented

Approval of September 2015 Board Meeting Minutes

- Approved as presented

Committee Reports Received, No Action Required

Annual Education Conference
 GMS Certificate
 Membership
 Technology

C. Ward
 D. Kopkau
 N. Hussein
 N. Melvin

Review of Financials

N. Melvin

August Revised:

BANK BALANCES	7/31/2015	8/31/2015
Checking	\$15,266.93	\$17,851.06
Savings	\$12,050.38	\$12,050.89

September 2015:

BANK BALANCES	8/31/2015	9/30/2015
Checking	\$17,851.06	\$23,490.02
Savings	\$12,050.89	\$12,051.38

Review of September 2015 Income/Expenses:

N. Melvin

Total Income	\$8,002.49	\$11,879.51	\$56,052.00	\$44,172.49	21.19%
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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

Advertising/Sponsorships

D. Dick

Boyne Resorts	\$1050
Detroit Metro Convention and Visitors Bureau	\$3000
Radisson Hotel Lansing	\$1150
Ypsilanti Area CVB	\$1750
Radisson Plaza Hotel	\$1150
DoubleTree by Hilton Bay City- Riverfront	\$1750
The Greater Lansing Convention & Visitors Bureau	\$3750

What is no longer available and what is left:

2016 "Big Mac" Bundle	\$3,250.00	0
2016 "Great Lakes Plus" Bundle	\$3,000.00	0
2016 "Lighthouse" Bundle	\$1,975.00	1
2016 "Mitten" Bundle	\$1,250.00	2
2016 AEC Continental Breakfast Sponsorship	\$600.00	1
2016 AEC Full Breakfast Sponsorship	\$750.00	1
2016 AEC Lunch Sponsorship	\$750.00	0
2016 AEC Refreshment Break	\$300.00	2
2016 AEC Reception Sponsorship	\$650.00	1
2016 AEC Wine Wall Sponsorship	\$500.00	0
2016 AEC Dinner Sponsorship	\$1,200.00	1
2016 AEC Entertainment Sponsorship	\$1,000.00	1
2016 AEC Hospitality Sponsorship	\$500.00	1
2016 AEC Keynote Speaker Sponsorship	\$1,750.00	0
2016 AEC Keynote Speaker Sponsorship	\$1,200.00	0
2016 AEC Speaker Sponsorship	\$900.00	1
2016 AEC Speaker Sponsorship	\$700.00	1
2016 AEC Speaker Sponsorship	\$500.00	1
2016 AEC Mobile App Sponsorship	\$500.00	1
2016 AEC Registration Sponsorship	\$300.00	0
2016 AEC Turndown Service	\$300.00	2
2016 AEC Planner Scholarship	\$75.00	10
2016 Planner/Supplier of the Year Awards Sponsorship	\$500.00	1
2016 Road Rally Full Car Sponsorship	\$350.00	7
2016 Road Rally Half Car Sponsorship	\$175.00	8
2016 Monthly Meeting Sponsorship	\$550.00	5
2016 Newsletter 1/4 Page Ad	\$50.00	20
2016 Newsletter 1/2 Page Ad	\$100.00	19
2016 Newsletter Full Page Ad	\$150.00	20
2016 Banner Website Ad (3 months)	\$250.00	20
2016 Sidebar Website Ad (3 months)	\$150.00	18

Communications/Social Media

A. George

- Updated policy for Social Media was distributed.
- Approved as presented to be posted to MiSGMP website

Newsletter

A. George

Deadlines to be established.

- Have all information into Andy Silver 15 days prior to have the newsletter out by the end of the quarter.
- Establish needs to go in the newsletter.
- Seek a print sponsor to be printed maybe twice a year to make sure that people are reading the newsletter.
- Not to feature out of state chapter information.
- Limit to 12 pages.
- To promote national.

- In fiscal year, 2016 to consider ½ page adds.
- Send a survey regarding the newsletter...or a survey to add a few questions regarding the newsletter, or future trainings or events.
- Drive readers to the website.
- Organization to donate printing the newsletter 4 times a year as a gift in kind.
- Feature about GMS and what it is about.
- Feature new members in the newsletter.
- Feature a member "What Being a Member of MiSGMP Means to Me".
- Proof reading to go out to the entire board. Two board members to commit per quarter to proof it.
- Insert a trivia question in newsletter and have a prize for the winner.

Community Service

A. Toy

- Capital Area Humane Society for the month of October and November.
- The committee will have a call to determine what to select.

Education

D. Kopkau

- Committee had a meeting last week regarding the proposed sites. .
- Commit to the venues through July. Have a commitment to all of the venues by January 2016 in the meantime try obtaining other sponsorships.

Honors and Awards

A. Pepper

- No report

Marketing

A. Toy

- Send out a member survey
- Michigan Industry Day
- MSAE
- Give-a-way items for exhibiting to be researched

Nominations and Election

D. Kopkau

- No report

Registration/Door Prizes

D. Dick

- Two people who respond to the door prizes.
- 7 guests are registered today.

Scholarships

N. Melvin

- AEC scholarships – goal to have it look like the NEC scholarship form.
- Draft of form distributed.
- Deadline is February 12, 2016.
- Suggestions – put MiSGMP logo on top, change any information regarding National SMP to MiSGMP.

Membership

N. Hussein

- Two members from the Ohio Chapter that closed are to join MiSGMP.

Special Events

L. Nickson

- Road Rally proposals received from the following for 2016 and 2017:
 - o Battle Creek
 - o Experience Grand Rapids
 - o Traverse City
- Road Rally locations selected:
 - 2016 – Grand Rapids
 - 2017 – Battle Creek
- Laurie will discuss with Terese, Traverse City Tourism, possibilities for 2018 or 2019

2015-2016 Chapter Business Plan

All Board Members

- Will be updated monthly. General business plan is posted on chapter website.

National Update

- Blue Ribbon Task Force L. Nickson
 - o 5 members from MiSGMP are on the Blue Ribbon Task Force: Char Alexander, Anissa Damon, Leonard LaFrance, Jamie Ralph and Andy Silver.
- Anne Marie the Treasurer is no longer with SGMP. Currently there is a firm that is handling financials for National SGMP.
- Buckeye Chapter has closed.

NEC

L. Nickson/N. Melvin

- Laurie and Nate are reviewing/revising the guidelines for board member reimbursements for NEC

Other Items

All Board Members

New Committee Report System

L. Nickson

- Template to fill out for each board meeting.

Destination MI Showcase, 11/4/15, East Lansing

N. Hussein

- Information being sent to MiSGMP membership as provided by Destination Michigan.

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

N. Hussein

- Nick to attend

Carpooling;

- Ideas to connect groups together for carpooling in the "know before you go email".

Next Meeting

November 18, 2015, 9-11:15 am, University Quality Inn, Lansing

Meeting adjourned at 11:19 am.

Respectfully submitted,
Annette Pepper, CMP