



**BOARD OF DIRECTORS MEETING MINUTES – SEPTEMBER 9, 2015**

Crowne Plaza West Lansing, 925 S Creyts Rd, Lansing, MI 48917

**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
Annette Pepper, Secretary	Chris Ward, Director
Debbie Kopkau, Past President	

**Excused**

Amanda Toy, Director; Nate Melvin, Treasurer

Laurie Nickson called the meeting to order at 1:19pm. A quorum was present.

Bill of Rights L. Nickson

Approval of Consent Agenda L. Nickson  
 - Approved as presented

Approval of August 2015 Board Meeting Minutes  
 - Approved as presented.

**Committee Reports Received/Included in Packet**

Advertising/Sponsorships	D. Dick
Annual Education Conference	C. Ward
Education	D. Kopkau
GMS Certificate	D. Kopkau
Registration/Door Prizes	D. Dick
Scholarships	N. Melvin
Technology	N. Melvin

**Financial Reports –**

Prepared by N. Melvin; Presented by L. Nickson

Review of Financials  
 Review of Income/Expenses

Aug 2015: \$2,745.51; YTD: \$3,877.02;  
 15-16 Budget: \$56,052.00; Variance: \$52,174.98; percent of budget: 6.92%

Review of Bills to Pay N/A

Check Register Sign-off D. Kopkau  
 - Caught up through July

**Review of Bank Statement**

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

Financials accepted as presented.

## Committee Reports Needing Discussion/Action

### Communications/Social Media

A. George

- Calendar – distributed with information when emails notices will go out for September and October
- Media policy – distributed – minor revisions made; will be posted to the MiSGMP website.
- Newsletter – will create a timeline and list/template of ‘routine’ quarterly articles/reports

### LinkedIn

D. Kopkau

- o Had 5 members join, one new post.

### Community Service

A. Pepper for A. Toy

- Annette to discuss with Amanda extending Capital Area Humane Society through October.

### Honors and Awards

A. Pepper

- Awards ordered and will be distributed tonight.

### Marketing

A. Toy

- No report

### Membership

N. Hussein

#### New members:

- Miranda Revere, Michigan Public Health Institute
  - Hannah Violette, Spartan Hospitality Group
  - Sara Miller, Michigan Farm Bureau
  - Lynnette Uribe, Holiday Inn of Midland
  - Sherida Aikins, Michigan Department of Health and Human Service
  - Rae Buchholz, Central Michigan University-College of Humanities and Social and Behavioral Sciences
  - Shelene Hahn, NAMI Michigan
  - Michelle Khoury, Soaring Eagle Casino & Resort
  - Lynn McNamara, Michigan Film Office/Michigan Economic Development Corporation
  - Susan White, Michigan Association of School Administrators
- Revenue share \$350 check from National

Committee to convene and regroup and get a plan to obtain new members.

### Nominations

D. Kopkau

- No report

### Special Events

L. Nickson

- Auction donation list distributed for tonight’s event.
- RFP for 2016 and 2017 Road Rallies to be emailed to all member CVBs within next week or so

### Education

D. Kopkau

- Reviewed educational events for year. To be submitted to SGMP by September 15, 2015.
- RFPs regarding meeting locations to be confirmed by October 1, 2015.

### Advertising/Sponsorships

D. Dick

- 5 bundles have been sold with one pending with Detroit CVB.
- Only one has selected a specific month. The DoubleTree–Riverfront in Bay City has selected June with the meeting held at the DoubleTree–Riverfront in Bay City; confirmed.

### 2015-2016 Chapter Business Plan

All Board Members

- Reviewed

### National Update

L. Nickson

Blue Ribbon Task Force

- Number of members to serve on task force TBD. Looking for members who are passionate about SGMP as well as diversity in terms of geography and position. Board recommended Anissa Damon, planner and Leonard LaFrance, supplier, as candidates. Laurie will ask Michelle Milligan to speak to both members.
- Membership is a critical issue for the Blue Ribbon Task Force.

Other Items

All Board Members

- Michigan Event Industry Day
  - Nate Melvin and Nick Hussein to attend.

L. Nickson

- NEC

D. Kopkau

Debbie has been asked by Garland Preddy to present a 3-hour post NEC session. The board agreed to cover the cost of an extra night of housing, if needed. Debbie will ask that the \$200 honoraria be paid to MiSGMP.

Next Meeting

- October 21, 2015, 9-11:15 am, Kensington Court Hotel, Ann Arbor

Meeting adjourned at 3:00 pm

Respectfully submitted, Annette Pepper, CMP