



**MICHIGAN CHAPTER SGMP**  
**BOARD OF DIRECTORS MEETING**

**(Draft) MEETING NOTES**  
**November 19, 2014**

**Eli & Edythe Broad Museum**

**East Lansing, MI**

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

Michelle Milligan  
Laurie Nickson  
Nick Hussein  
Nate Melvin  
Amanda Toy

**Members Absent (excused)**

Diane Dick  
Debbie Kopkau  
Chris Ward

**Members Absent (unexcused)**

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Milligan called the meeting to order at 9:25am. A quorum was present.

The Bill of Rights was recited.

**Approval of the consent agenda including:**

Minutes from October 14, 2014 – updated attendance  
Advertising/Sponsorship Committee Report  
AEC Committee Report  
Community Service Committee Report  
Honors and Awards Committee Report  
Special Events Committee Report (moved to discussion agenda)

**Action Items-Delegated Tasks**

- 1- Milligan – Add Silent Auction on Monthly Recap Page (complete)
- 2- Milligan – Add Advertising Page with Specs (complete)
- 3- Milligan – Change Registration Template Add Teddy Bear to Confirmation (still working with StarChapter on this)
- 4- Kopkau/Ward - Next Meeting Email – Two Weeks Out – Wednesday Before
- 5- Kopkau/Ward - Program Reminders periodically (Wednesday Prior – last day early registration – those not registered)
- 6- Toy – Monday Morning Send to Those Registered - Know Before You Go
- 7- Milligan – Logo comments on 25<sup>th</sup> (complete)
- 8- Kopkau – Flyer for CGMP
- 9- Dick/Ward/Kopkau - Revisit Sponsorships/RFP's
- 10- Milligan – Update Policy Manual on Where We Hold Meetings
- 11- Hussein – forward letter to Michelle (missed you) for template (complete)
- 12- Milligan – Make template of Missed You Letter (complete)
- 13- Nickson/Ward – Investigate Possible Exhibits at AEC Report Back (in progress)
- 14- Milligan, add old board reports to website (in progress)

- 15- Kopkau, add GMS applications to member profiles
- 16- Milligan, add GMS/Core Competency to Headline (complete)
- 17- Milligan, Send 2015 dates to MMPI, MSAE
- 18- Board Members video testimony for website
- 19- Milligan, add text to the member directory section of the website to discourage mass mailing

### **Board Vacancy**

*Board discussed candidates to fill vacant board position. The decision was made that since Aimee George participated in the board elections that she should be offered the position. Milligan plans to approach her today at the meeting to see if she is interested. If not then we will move on to other candidates.*

### **Treasurer's Report – Nate Melvin**

*Melvin reviewed the Financial Statement and bank account information. At the end of October there was \$20,872.54 in checking and \$12,045.91 in savings. September revenue share was \$150.00.*

### **Communications/Social Media – Michelle Milligan**

*Spoke about the preference for the new board member to be involved with this committee. Milligan offered to co-chair the committee with this new person.*

*Milligan offered that perhaps all email communications should be sent from one person. Put off discussion until next month when more board members are present.*

*All content for newsletter will now be sent directly to Milligan and Andy Silver.*

**Social Media:** *Melvin posted a meeting reminder at the beginning of last week and will post to Facebook this morning for the meeting today.*

### **Community Service: Amanda Toy**

*We will continue collecting Teddy Bears for Grand Blanc Police Department in conjunction with Holiday Inn Flint and CVB through the December 2014 meeting.*

### **25<sup>th</sup> Anniversary: Amanda Toy**

*John Rosendahl dropped off the items—Toy is still waiting for pictures of banner options.*

*Another conference call is necessary. Kristina Baxendale, Andy Silver and Diane Dick are on the committee with Toy.*

*Milligan still needs to compare everyone's comments regarding the 25<sup>th</sup> anniversary logo and provide to Andy Silver for the designer.*

### **GMS/CGMP: Michelle Milligan for Debbie Kopkau**

*Waiting to hear from National regarding whether members will be able to apply for National dollars for CGMP since Michigan Chapter is able to provide members with \$200 reimbursement after passing CGMP.*

### **Education: Michelle Milligan for Debbie Kopkau**

*We will be in Lansing 7 of our 12 months. If Lansing proposals continue to be difficult to get we can look at moving June and/or July out of Lansing.*

*Locations for 2015:*

*January - Lansing Center - confirmed*

*February - Kalamazoo Radisson - per Katie we are okay to check with Lansing Radisson. I have a call into them.*

*March – AEC*

*April - Grand Rapids - waiting for proposals. May choose Crowne Plaza Grand Rapids - Heidi Schmitt is following up*

*May – Road Rally - Mt. Pleasant*

June - Lansing property - Amanda is working on proposals - Bay City/Double Tree sponsor

July – Lansing - Amanda is working on proposals

August – Halo program - Lansing

September – Silent Auction - Lansing

October - Ypsilanti CVB - talked with Mary Z. She recommended on reach out to the Sheraton Ann Arbor who had sent in a proposal. Left message for Shreyka S.

November - Typically CVB program - contact Mary Z. - would like a Lansing property but we do have Frankenmuth and Flint - Amanda is working on proposals.

December - No sponsor submitted - need Lansing property - Amanda is working on proposals.

### **Membership: Nick Hussein**

10 lost this year. Membership Drive in January – Host With The Most Contest. Whatever member brings in most non-members gets in a drawing for the iPad we have had since 2013 and not yet awarded.

Drops: Bev Sobolewski (MDCH), Randi Talmage (Amway)

30 Days: Carol Williams, Mary Schwartz, Kristina Baxendale, Janet Ormsby

Planner Member = 72

Supplier Member = 68

Total = 140

Ratio = 51.4%

Retired Members = 4

Revenue Share: \$150

### **Special Events: Laurie Nickson**

Crowne Plaza would like to host the Silent Auction again on September 9, 2015. Causeway Bay (formerly Best Western Plus) will be submitting next week. Laurie's recommendation is to return to Crowne Plaza as it was convenient there.

To Pour or Not to Pour has been accepted for National Conference. Laurie is discussing speaker fee and lodging/conference fee discounts for her participation as the lead on the program.

### **Technology: Michelle Milligan**

There is an irremovable Print icon on the Membership Directory page. You must login to get to the page so it is only accessible to members. It was decided to add text to discourage its use for mass marketing.

### **Chapter Business Plan**

Progressing with all goals.

### **Other:**

Discussion regarding times and dates for March, May and July Board meetings will be held over for December Board meeting.

Toy agreed that the Lansing CVB could be the permanent home for Michigan Chapter Awards and History books.

Destination Michigan Showcase – decent turnout. The booth was complimentary as we are a partner of the event. Some leads for new members but not many.

Exhibitors at AEC - \$10 per table (cost) at the facility. 8-10 tables max in the area. Limit it to vendor or services member or not and member suppliers. Member would be \$150 a non-vendor service provider would be \$200. This would include their meals. Laurie will take this on for the AEC committee. Allow MMPI to have a table if they would like it as a give and take. MMPI members could come at the member rate. Discuss this more in December.

### **National Update:**

*National is launching a New Website and Member-Management System  
Brenda Bordelon is new Membership & Communications Manager starting 10/13/14.*

**Region 3 Conference Call**

*NEC Registration is open to planners. National Charity is Women's Advocated, Inc. Founded in 1974 and was the first shelter in nation for battered women and children.*

*JLS will be longer and held on Tuesday 9:30am-3:30pm*

*Chapter Scholarship form for NEC must use National's form, however, it is not on website yet.*

*Suggestion of Midyear Retreat to discuss goals, updates and membership. (we have done this in the past)*

*Requirements for the COY and POY will be posted on Chapterboard.*

**Next Meeting:** *12/17/2014 at 9 a.m. at the Greater Lansing Association of Realtors.*

Meeting Adjourned at 11:15am

Respectfully submitted by Nate Melvin, CMP, CTA and Michelle Milligan, MSW, LMSW, CGMP.