



Michigan Chapter Board of Directors

MEETING NOTES

"DRAFT #1"

November 20, 2013

Comfort Inn & Suites, Mt. Pleasant, MI

Members Present (a quorum was present)

Mandy Flutur
Nick Hussein
Sarah Jarous
Nate Melvin

Michelle Milligan
Laurie Nickson
Andy Silver
Chris Ward

Members Absent (excused)

Diane Dick

Members Absent (unexcused)

N/A

Others Present

- I. Milligan called the meeting to order at 1:15pm.
The Bill of Rights was read by the Board.

II. Decisions Made

- 1- Minutes: Approved with one adjustment to the minutes: we paid a total of \$2,000 to Michael Caruso—\$1,000 for December program; \$1,000 for future program.
- 2- Agenda: Consent Agenda consisting of Education, Honor and Awards, Special Events and Technology reports was approved.
- 3- Financial: Reviewed expenses and revenue to date. Ending October checking balance was \$7,250.15; savings balance was \$12,034.50. Treasurers Report approved.
- 4- Special Events: Road Rally RFP: 100 mile radius from Lansing. Silent Auction: Reviewed check out process and Board assignments. Decision to move Silent Auction and Awards to September 17, 2014.

III. Action Items / Delegated Tasks

- 1- Silver/Jarous: Advertising/Marketing – Assignments for follow up on sponsorships purchased and who's responsibility it is to follow up on ads for newsletter (Jarous will follow up), preferred vendors and website ads (Silver), monthly sponsors (Ward/Silver), etc.
- 2- Silver: State Elections will take place in February.
- 3- Milligan: SGMP will share their annual calendar with MSAE, Destination Michigan, and MPI and request that each of the other organizations do the same.
- 4- Milligan: Add to onsite meeting announcements: "check in" on FaceBook to promote host supplier.
- 5- Milligan: Will be discussing our suggestions to Ed Woods from MSAE this month.
- 6- Milligan/Jarous: Michigan Meetings and Events - SGMP events are posted on their website and in their calendars. Forward press release on supplier and planner of the year.

Previous Assignments:

- 1- Milligan: Explore bonding Treasurer and President.
- 2- Silver will look into Google analytics. 11/13 Silver signed up and is beginning to research.
- 3- Hussein, Dick and Nickson will pursue proctored exam for GMS.
- 4- CGMP Discussion: Survey the membership to see which certified program they would prefer: CGMP or CMP.
- 5- CMP Discussion: National indicated that Michigan can move forward with a CMP study group. Nickson/Ward/Dick will explore.
- 6- Nickson: Have Special Events committee review criteria for site selection for awards banquet.

IV. **Reports / Announcements / Discussion**

- 1- Communication/Social Media: (Jarous) Newsletter was sent out last week. 1st quarter newsletter: Focus on the next membership drive; AEC, NEC, announce supplier and planer of the year; Road Rally save the date; include photo of previous membership drive winner with their ipad. Next newsletter deadline: February 1st .
- 2- AEC: (Silver) Conference Call two weeks ago. Another conference call next week and a site visit has been scheduled. Theme and plenary speakers will be the focus of the upcoming conference call. Destination Michigan has scheduled their Technology Meeting for the day before our AEC. 2015 AEC will tentatively be scheduled for March 25, 2015. That date might conflict with spring breaks.
- 3- Community Service: (Flutur) November: Toys for Tots; December: Fallen State Troopers
- 4- Membership: (Hussein) Membership is at 142 - 52.2% ratio. iPad Air was purchased for the current Membership Drive winner (Mary Estrada). Next membership drive to begin January 1 – February 28; announce winner at the AEC; iPad Air will be the prize. Committee members will begin to contact members who don't attend the meetings and find out why they aren't attending monthly meetings.
- 5- Technology: (Milligan) Reviewed draft website design. Move sponsorship ads to a more prominent spot on the site.
- 6- Chapter Business Plan: Currently on target.
- 7- Event and Industry Day (1/28/14 at the Kellogg Center): Mark your calendar. SGMP will participate.
- 8- Education Updates: There was a conference call with National Program Committee chairs to review these requirements.
- 9- Destination Michigan Showcase (11/6/13) – good traffic at our booth.
- 10- Metro Cars offers a 20% discount for our members.

V. **National Update**

- 1- Bylaws Changes Ballots: Deadline is today.
- 2- National Board Changes: Janet Roach from Florida has been appointed to a director position. James Lynton moved to 2nd VP and Brent Sterenson is now Treasurer.
- 3- 2014 NEC Scholarships: Scholarship application is out.
- 4- Auction: Nation Auction deadline is coming up.
- 5- Membership Committee: Debra Kilpatrick has been assigned as the National Liaison. Nick's name will be submitted.

Next meeting will be December18, 2013 at 9:00am the Kellogg Center, East Lansing.

Meeting Adjourned at 3:20pm.

(Minutes prepared by Chris Ward)