



MICHIGAN CHAPTER SGMP
BOARD OF DIRECTORS MEETING

MEETING NOTES
October 14, 2014

Comfort Inn & Conference Center

Mt. Pleasant, MI

Members Present (a quorum was present)

Michelle Milligan
Laurie Nickson
Nick Hussein
Nate Melvin
Kami Smith

Diane Dick
Chris Ward
Amanda Toy

Members Absent (excused)

Debbie Kopkau

Members Absent (unexcused)

Milligan called the meeting to order at 2:20 p.m. A quorum was present.

The Bill of Rights was read by Michelle Milligan, President.

Consent Agenda: See Below

Approval of the consent agenda including:

Minutes from September 18, 2014
Advertising Committee Report
Technology Committee Report
AEC Committee Report

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 25th (entire board)
- 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
- 12- Milligan – Make template of Missed You Letter
- 13- Hussein - Send name changes to Kami
- 14- Nickson/Ward – Investigate Possible Exhibits at AEC Report Back
- 15- Milligan, add old board reports to website

- 16- Kopkau, add GMS applications to member profiles
- 17- Milligan, add GMS/Core Competency to Headline
- 18- Milligan, Send 2015 dates to MMPI, MSAE
- 19- Board Members video testimony for website

Treasurer's Report – Nate Melvin

Nate reviewed the Financial Statement and bank account information. At the end of September there was \$24,289.04 in checking account and \$12,045.40 in savings account. August revenue share was \$225.00. Nate went over payments made in September. Question was raised on AV costs in August – cost was \$400 at Eagle Eye due to LCD projector being added.

Communications/Social Media – Kami Smith

Newsletter was posted to web and all prospects and members received a copy. Newsletter will be sent to all Chapter Presidents, National Board and GIL.

Received an email from Sue Nelson as it relates to the newsletter offering suggestions to possibly find an editor at a reasonable rate to help edit newsletter. Board discussion was held. The board believes that we have good editors available on the board, but will keep this in mind if needed.

Discussion was held on calling it something other than a Newsletter. The board decided on E-News.

There was a discussion on charging for non-members to view the newsletter. Board decided against charging a fee for non-members.

There has only been one recap written since January on monthly meetings. Amy George has agreed to write them going forward. Kami will ask her about writing one for September as well.

Needs for next E-News:

- Monthly Program Recap
- Guest Speaker Article
- Supplier/Planner Spotlights
- Ads from Suppliers
- Pictures from meetings
- Deadline: November 24th

Social Media: Nate will post to Facebook for this October Meeting

Community Service: Amanda Toy

Next three months we will be collecting Teddy Bears for Grand Blank Police Department in conjunction with Holiday Inn Flint and CVB. 10 Teddy Bears were purchased and brought to the silent auction for promotion of the event and will be included in the count.

Last Quarter's project the chapter collected 40 pairs of shoes for school children.

Amanda discussed having a contest or challenge to encourage more participation and it was discussed on who could be included and what prize may be acceptable. Consensus was recognition in E-News as "Caring for Kids". Possible group photo and/or rotating award.

Amanda asked Michelle to add a pop up on confirmation to remind attendees to "bring a teddy bear".

25th Anniversary:

Amanda also met with John Rosenthal. Computer calendars are 35 cents each. 12 months running – logo in center. Highlight dates of events. Also other items were:

Magnets – 25th logo \$1.00 or \$1.50 no color/color

Micro cloth – photo and logo - \$1.00
Door decals – same price of magnet (window cling)
Ceramic nail files with logos – would board like her to check on these?
Phone/card holders – board wanted her to check on these
Money available for 25th Anniversary is \$300-\$500

GMS/CGMP: Michelle Milligan for Debbie Kopkau

Application sent to National – heard back from Garland and dates of February 10-13 are confirmed. Garland was concerned that 3 people wanting to take the CGMP expire at the end of 2014. Michelle let her know that these people plan on renewing before end of year.

Michelle instructed Nate to cut National a check to Anna Marie's Attention for \$595 for the CGMP workshop in Michigan.

Discussion was held on how much will be offered to each scholarship winner. Board agreed on set amount for marketing purposes. The attendance will be capped at 20. Board decided to offer at least \$200 per Michigan member upon successful completion of the test. Lunch will be included.

Michelle made edits on GMS web information for Debbie Kopkau.

Dinner with Garland will be Thursday night 2/12/15 – location TBD.

Education: Chris Ward

Lengthy discussion was held on location of monthly meetings for 2015. A phone meeting was held between Michelle, Diane, Debbie and Chris on 10/10/14.

Locations:

January: Lansing Center
February: Kalamazoo Radisson is Sponsor – Kalamazoo Radisson or Lansing property.
March: AEC Midland
April: Grand Rapids Sponsor – Grand Rapids
May: Road Rally – Mt. Pleasant
June: DoubleTree Sponsor (McGuire's?)
July: No Program
August: Halo – Eagle Eye
September: Silent Auction – Lansing
October: Ypsilanti CVB Sponsor – Ann Arbor Property?
November: Frankenmuth?
December: No Sponsor - Lansing

Discussion on properties was held by board. RFP states 100 miles. McGuire's is outside 100 miles. If we go with McGuire's, do we open it back up? Nick said he would pull out his RFP for June.

Discussion was also held on opening July back up for a meeting so we could have more Lansing locations.

If Grand Rapids holds a meeting than Kalamazoo should be allowed to as they are basically the same distance.

Policy is to hold at MiSGMP venue unless unavailable or unique venue or is sponsored by a Supplier Member.

Board asked Diane, Debbie and Chris to re-visit RFP's and sponsorships.

Question on Program of the Year – Is attendance at meetings a part of the award system?

Whatever is decided, Diane requested keeping Debbie in the loop. Diane, Debbie and Chris will discuss.

Discussion was held on whether MiSGMP is willing to pay any meeting room rental. Board prefers comp but not a deal breaker. Cap: meeting room rental at \$300 For AV if property is paying for outside AV then MiSGMP will pay for the AV costs. Additional consideration will be given to complimentary space.

Discussion on RFP for the Awards Banquet. This will be filtered through Amanda – member properties first. Handful of room nights.

Results from Excel Survey for September Program. Program did not receive high marks. File distribution slowed things down. People get lost with hands on.

Membership: Nick Hussein

No gain this month. Committee reached out to At Risk Members. Most drops were due to name changes. One drop Nick believes will re-join.

Membership Drive in January – Host With The Most Contest. Whatever member brings in most non-members gets in a drawing.

Nick read his “we’ve missed you” letter. Here is what you missed – here is what is coming up.

Nick will send Language to Michelle so she can create a template. Use Nick’s email address.

Host with the Most Contest: Whichever Member brings in most non-members get in drawing.

Nick will send New Members the Newsletter, when sending out the welcome to MiSGMP email.

Planner Member = 79
Supplier Member = 68
Total = 147 ratio is 53.7%
Retired Members are: 4
YTD: 2.1%
Revenue Share: \$225

Special Events: Laurie Nickson

Thank you emails and all items left at auction were sent and delivered. Auction raised just over \$7,000. Board congratulated Laurie on a great job!

Discussion held on National Fundraiser – using two night packages that did not sell. Maybe get some additional stuff to add.

Discussion on date options for 2015 Silent Auction:

2015 MSAE Diamond Awards – Thursday 9/10/15 – Detroit Marriott

Laurie will look at 9/9/15 or 9/24/15 for Silent Auction.

To Pour or Not to Pour has been accepted for National Conference. It will be presented once.

Presenters get paid \$200. Make check out to MiSGMP.

Other:

Chapter Business Plan – No Updates

Video Testimonies for January/February/March. (Separate room at Lansing Center) Laurie will get camera to Diane. Laurie is unable to call in to board meeting in January.

Discussion was held on the most User Friendly Property – Government Property – Golden Rubber Chicken as a new award for supplier properties.

Message Blocks information – Kami and Nick disseminated information. Discussion was held and it was thought we could give them (and others) vendor opportunities at AEC. We could also give them a chance to sponsor.

New AEC Vendor Committee: Laurie and Chris will head up.

Destination Michigan: 11/5/14 – Debbie, Nick, Kami, Amanda will be at event at Eagle Eye.

MMPI contacted us with an email from Bethany Curtis regarding the last 3 Michigan Industry events payments.

She offered a payment solution of tripling the \$186.45 due for the last event for a total of \$559.35. Board agreed.

National Update:

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

Next Meeting: 11/19/15 at 9 a.m. at the Eli and Edythe Broad Museum in East Lansing.

Meeting Adjourned 4:45 p.m.

Respectfully submitted by Diane Dick, CMP, GMS