

**Board of Directors Meeting  
Tuesday, April 17, 2012  
World Forestry Center**

**Vision**

Build a rich global meeting industry community

**Mission**

Make MPI-OC members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

**9:00 am – Call to Order** – Midge Dobbs, CMP, President

**Roll Call** – Cindy Wallace, CMP; Darcie LaMotte-Waage; Kim Herrmann, CMP; Alex Doyle, CMP; Midge Dobbs, CMP; Melodie King, CMP; Sarah Taillon; Tim Neill; Cyndi Holloway, CMP; Anne Hallinan, CMP; Jennifer Walsdorf, CMP, CMM, CTE; Tara Thomas, CMP, DMCP; Cathy Mason, CMP; Michele Starry; Jennifer Cox; Merrissa Burleigh; Janet Kearney, CMP; Amber Cagle, CMP; Stephanie Kennedy

**Absent:** Melodie King, CMP

**Approval of Minutes:**

**a. Approval of March 2012 BOD minutes:**

Kim Herrmann, CMP: I move that the Board accept the March 2012 Board of Directors minutes.

**Second:** Michele Starry

**Motion Passes Unanimously**

**Financial Statement Review:**

- Need to raise \$352 in 50/50 today
- Satellite – goal of \$900 is falling short
- Grant for \$1000 for satellite submitted but not yet approved
- Two areas of concern – fundraising and education
- Midge to follow up with Shawn about the Gala monies

**Review of Dashboard:**

- Number of members is steady at 216
- April meeting has 26 planners of the 89 registered – 29%
- 4,750 unique visits to date on the website – doing very well
- No March meeting – so no change in satisfaction score average

**Review of Business Plan and Board Reports:**

**Strategic Alliance:**

- Spring menu promotion
- WA Chapter to post on website
- Speaker Showcase
  - Behind – Kyle has been busy – Darcie is helping
  - Tara is going to help call potential exhibitors
  - Membership table by registration

### **Fundraising:**

- Silent auction donations – waiting on big ticket items
  - Alaska – no
  - Delta/United – considering
  - Miles can be donated
- 50/50 at April meeting

### **Monthly Education:**

- April – 89 registered to attend
- May – James Spellos
- Board member needs to sit at each table – introduce themselves and send announcements
- Surveys – doing a drawing for a gift certificate

### **Special Educational Projects:**

- CMP
  - Study group is started – 2 people – 1 more might join
- Satellite Program
  - April 24 – Bend – 7 registered
  - April 25 – Eugene – 9 registered
  - Speaker transportation and room covered – no cost
  - Lane Community College will register. School or club is paying. 30 in the class.

### **Communication:**

- Postcard going to printer this week
- Oracle – need info no later than Thursday
- Update TSR with Twitter contest results – Oracle article as well

### **Recruitment:**

- Activity engaging guests – called twice including prospective list
  - 66% are not joining due to dues amount and budget
- Lots of guests at the April meeting
- IAAP – several have meeting planning responsibility
- MPI International website – promotion for bosses – value of being a member

### **Retention:**

- March social – 40 attended – Allison did a great job
- Community Outreach
  - No Oregon Food Bank this year
  - Doggie Dash – May 12
  - Dress for Success – May meeting
- Board Touch Calls
  - Due May 15<sup>th</sup>
  - Thank you for membership
  - Survey to go out beginning of May
  - Scholarship - WEC/CMP Conclave – 2 applications in – awarded at the May meeting
- MPI 101 – immediately following May meeting – jeopardy game
- Awards Gala – nominees packet to go out soon

### **Administration:**

- Nominations – member approved slate and will announce at April's meeting
- Emerging Leaders – last program after April meeting – Career Path Panel – will have a corporate planner, Association planner, Travel Portland and hotelier
- Student Club
  - sponsoring 10 students from Mt. Hood Community College, then will apply for student club
  - Anne is speaking at Lane Community College on Thursday
- Past Presidents Council
  - Last meeting discussed membership
  - Historical factors – membership campaigns
  - Notes will go out today
    - Strategic/process with guests
    - Strategic/process with new members
    - Getting members engaged

- Survey going out on how it went
  - All enjoyed the opportunity – same roles and different experiences
- Volunteer Recruitment
  - Sending email and reach out to new members
  - Continue to fill in the committees
  - Volunteer recruitment in May
  - Star Volunteers – 2 today – February and March
- Transition Documents
  - Went out last week
  - Agenda done for retreat
  - Org chart done – sent with transaction documents
- International survey – no results yet – next week
- June Volunteer Appreciation – after June 19 board meeting – Board and Chairs invited

### **Other Business**

- a. India Partners – Midge handed out postcard
- b. Value of Meetings – sent out to VPs
- c. New Jobs
  - Cindy Wallace – Opus Solutions – May 1
  - Jennifer Cox – MTR Western
  - Michele Starry – left Skamania – looking for a job

**10:03 am Adjourn** – Midge Dobbs, CMP, President