

**Board of Directors Meeting
Tuesday, December 13, 2011
Hilton Vancouver**

Vision

Build a rich global meeting industry community

Mission

Make MPI-OC members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

9:02 am – Call to Order – Midge Dobbs, CMP, President

Roll Call – Michele Starry; Cindy Wallace, CMP; Darcie LaMotte-Waage; Jennifer Cox; Kim Herrmann, CMP; Alex Doyle, CMP; Jennifer Walsdorf, CMP, CMM, CTE; Anne Hallinan, CMP; Midge Dobbs, CMP; Melodie King, CMP; Sarah Taillon; Christina Devlin, CMP, CMM; Jina Ellison; Merrissa Burleigh; Tim Neill; Barbara Mulligan; Stephanie Kennedy. Guest: Jordon Clark

Absent: Cyndi Holloway, CMP

Approval of Minutes:

a. Approval of November 2011 BOD minutes:

Anne Hallinan, CMP: I move that the Board accept the November 2011 Board of Directors minutes.

Second: Jennifer Walsdorf, CMP, CMM, CTE

Motion Passes Unanimously

Financial Statement Review:

- Income low on the following
 - Raffle ticket sales
 - Web Ads/Online marketplace
 - Networking social
 - Directory ads
- December is the last month for income ability for membership
- Aging looks good

Review of Dashboard:

- Number of members is up a bit from October to 220
- December meeting has 32 planners of the 88 registered – 36%
- 2,846 unique visits to date on the website – doing very well
- We are up to a 4.0 on satisfaction of educational programs – doing well

Review of Business Plan and Board Reports:

Strategic Alliance:

- No money in November
- Will be working on February marketplace in January
- Speaker Showcase – new contact at OEC
 - Agreement with OEC needed
 - Need a chair

Fundraising:

- Over 50 raffle tickets sold thus far – will be selling them at the meeting
- Committee meeting on January 4 to come up with a plan to make up the difference

Monthly Education:

- April member vote – 29 people have participated – Exceeding Customer Expectations is in the lead
- December meeting – 88 attendees
 - 3 panelists
 - 10 minutes of panel discussion and then table discussions
 - Notes from all the tables will be posted on the website – Due Friday to Sarah
 - Networking – CMP trivia
- January – Jessica Levin is secured
- February – Ron Black is secured
- Monthly meeting handouts are posted on website

Special Educational Projects:

- Cascadia
 - Website is up
 - 35 registered to date
 - More sponsorships coming in
 - 2013 chapter contract to be signed this week
 - Planner scholarship due December 15
 - 2013 RFP due December 16
- Planner Think Tank
 - February 7 at Hotel Vintage Plaza
 - A bit behind, but working on getting caught up
- Satellite Meetings
 - Janis Ross is the chair
 - Working on it after January 1
- Professional Development
 - January 24 at University Place Hotel
 - Chair – Shonda Feather
 - Speaker and location is final
- CMP/CMM
 - Information session after December monthly meeting

Communication:

- Collecting information for next Online Magazine – due date is December 29 – Live date is February 1
- Head shot photos – April and May
- Will be sending out an RFP for publishing the online magazine
- Social media
 - Need to post – send information to Jina or Stephanie
 - Follow MPI-OC on Twitter
 - Twitter contest to be rolled out in January

Recruitment:

- BRAVO – called everyone – no new members
- Calling monthly meeting guests before and after the meeting
- Planner for a Buck – 4 for December – will do it again in February and May
- Need to update the prospect list
- Member recruitment campaign – roll out in January

Retention:

- Community Outreach
 - Candlelighters at December meeting
 - Pet charity event coming up
 - Dress for Success in May
- Member retention is flat this month – 2 cancellations and 2 new
- Board touch calls – all completed – will review at January board retreat
- April will be the next round of board touch calls – will have specific questions
- Scholarships
 - CEC – will give away 3 in January

- MPI 101 – after the December and May meetings
- Awards
 - Redoing award criteria
 - Location RFP is out

Administration:

- May/June Board Retreat RFP – working with Darcie to solidify
- Volunteer recognition going well
- Following up with new members to get more volunteers
- Jennifer Cox and Anne Hallinan are working on a succession plan
- Emerging Leaders
 - 5 attendees in November
 - Next one is in February – networking/mentor
- 2012-2013 Nominations
 - Due back on January 13
 - Board will receive self assessment in January
 - Slating in mid-February
- Student Club
 - Attended the Mt. Hood Community College hospitality fair
 - Kim Herrmann to follow up with Court on getting a club going
 - Talking to Lane Community College
 - Dropped PSU – no hospitality program
- January Board Retreat
 - Will take place after monthly meeting
 - Look at the business plan and review what needs to be taken out and what can you add – come prepared to review and update
 - Committee chairs are invited to attend
 - John Taffin will be doing a leadership training

Other Business

a. **MOTION:** Kim Herrmann, CMP: I move that we approve to increase our budget for the Portland Gala by \$100 to cover the shortage of their budget.

Second: Jennifer Cox

Background: The Portland Gala has gone over their budget by \$595 and is asking the 5 Associations (MPI, HSMIAI, GMIC, Wine Country Wedding Professionals and NW Wedding Professionals) to split the cost. NACE and Event Team Entertainment will be paying \$50 each, leaving \$500 left to divide by the 5 Associations.

Motion Passes

Abstain – Kim Herrmann, CMP

Opposed – Jennifer Cox

b. **MOTION:** Melodie King, CMP: I move that we take \$3,000 out of reserves for the monthly education budget to cover speaker honorarium and travel expenses for May presenter (James Spellos).

Second: Michele Starry

Background: Due to the changes that MPI in Dallas has made with the dues structure and the content database, we are having to make some adjustments and did not budget enough to cover our speakers. When we did the budget we knew this may be a possibility since the content database is new.

10:23 am Adjourn – Midge Dobbs, CMP, President