

**Board of Directors Meeting
Tuesday, December 11, 2012
Hilton Vancouver WA**

Vision

Build a rich global meeting industry community

Mission

Make MPI-OC members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

9:07 am – Call to Order – Anne Hallinan, CMP, President

Roll Call – Kim Herrmann, CMP; Midge Dobbs, CMP; Tara Thomas, CMP, DMCP; Dawn Rasmussen, CMP; Darcie LaMotte-Waage; Jina Ellison; Cyndi Holloway, CMP; Susan Bailey; Melodie King, CMP; Anne Hallinan, CMP; Cathy Mason, CMP; Stephanie Kennedy

On Phone – Janis Ross, CMP

Absent – Tim Neill; Amber Cagle, CMP; Jennifer Cox

Approval of Minutes:

a. Approval of November 2012 BOD minutes:

Midge Dobbs, CMP: I move that the Board accept the November 2012 Board of Directors minutes as presented.

Second: Dawn Rasmussen, CMP

Motion Passes Unanimously

Financial Statement Review:

- Income lower than expected – small meeting headcounts and raffles sales
- Will be reforecasting in January
- Expenses look good
- Content database funds look good

Review of Dashboard:

- Number of members stayed the same at 240 – students from LCC came in
- Volunteers – 62 (goal – 80)
- New members participating – 16 (goal – 12)
- Education program satisfaction – November was 3.57; average is 3.74 (goal – 4.15)

Review of Business Plan and Board Reports:

Strategic Alliance:

- Calling one CVB each day to invite to marketplace and become a subscriber member
- A few sponsorship leads still coming in
- Student sponsorship – need 18 – have 7 in

Fundraising:

- 47 tickets for the raffle sold – will be selling the rest today

Monthly Education:

- Phone calls to those not going to the meetings
 - Topics not advanced enough
 - No time/can't make lunch meetings
 - Write up synopsis
- In December will be doing a BINGO game for networking
- December will be roundtable discussions with a buffet starting at 11 am
- Still inviting other associations to join us

Special Educational Projects:

- Cascadia
 - Still need closing speaker
 - Selected mobile app – CrowdCompass merged with Cvent
 - Loading content onto the website
 - Registration
 - 18 attendees/2 comp
 - 4 hosted buyer/tradeshaw
 - 4 hosted planner apps
 - Hosted Buyer – Sunday and Monday – using a professional company to make matches
 - Pre conference activities
 - Pub Crawl
 - Blazer game
- Planner Think Tank
 - February 12
 - Portland Marriott Waterfront – full sponsorship plus \$300
- CMP/CMM
 - 10 people in the study group
 - Sara Swartout is a new committee members
 - In 2013-2014 need to be a subscriber member or MPI Oregon member to be in the study group
- Professional Development – good feedback on all speakers in October, except 1
- Emerging Leaders
 - January will be a panel
 - For the November session
 - 18 attendees
 - Touched three times

Communications:

- Update committee list
- Social media cards for the tables
- Communication form being used
- Directory complete - \$4300 in ad sales in January
- Online Magazine – January is in process
- Postcard sent out
- NW Meetings – Cascadia ad done
- PR
 - Katherine Hoppe is the chair
 - Get PR calendar to Anne and Stephanie

Membership:

- Recruitment
 - Couple new members – slow coming in
 - All those that stopped by our BRAVO booth have been called
 - BRAVO list has been gone through and split up
 - Member recruitment campaign promotion
 - Mic time
 - Online magazine
 - Signage at meeting
 - Eblasts
 - Social media
 - Start sales blitz after the 1st of the year
 - Working on LinkedIn list from Dawn

- Retention
 - Sending out anniversary and life event cards
 - Community Outreach
 - Holiday Helping Hands in December – book drive today
 - Dress for Success in April
 - Pet charity in the spring
 - Board touch calls
 - Going out this week
 - MPI 101 – will be part of the roundtables at December meeting
 - Scholarship
 - no one applied for CMM/CMP in the fall, new deadline is May 24
 - Cascadia deadline December 15

Administration:

- LCC are now members – club will be formed after the first of the year
- MHCC – 8 new members being sent in this month
- Janis and Anne will be presenting at the LCC student club
- Nominations have been sent out
- Past Presidents Council will meet at the end of February
- Quarterly board calls to be scheduled

Other Business

- a. **Effective Communication/Marketing** – Anne Hallinan, CMP
 - Need to communicate with our members better
 - Need to communicate with each other better
 - Schedule monthly calls with chair or committee

- b. **Volunteer Recruitment** – Anne Hallinan, CMP
 - December – chairs will be table hosts
 - January – Chair/director will have two minutes of mic time to explain your committee

10:49 am Adjourn – Anne Hallinan, CMP, President