

**Board of Directors Meeting
Tuesday, February 21, 2012
Red Lion on the River Jantzen Beach**

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 – Michele Starry; Cindy Wallace, CMP; Darcie LaMotte-Waage; Jennifer Cox; Kim Herrmann, CMP; Alex Doyle, CMP; Midge Dobbs, CMP; Melodie King, CMP; Sarah Taillon; Merrissa Burleigh; Tim Neill; Barbara Mulligan; Cyndi Holloway, CMP; Stephanie Kennedy

Absent: Anne Hallinan, CMP and Jennifer Walsdorf, CMP, CMM, CTE

Board Competition for February Meeting:

Alex – 1 registered, invited 1
Kim – 2 registered, invited 2
Jennifer Walsdorf – 2 registered, invited 2
Darcie – 2 registered, invited 7
Barbara – invited 1
Janet – 3 registered, invited 3

Darcie won!

Approval of Minutes:

a. Approval of December 2011 BOD minutes:

Jennifer Cox: I move that the Board accept the December 2011 Board of Directors minutes.

Second: Melodie King, CMP

Motion Passes Unanimously

Financial Statement Review:

- Raffle ticket sales low – one more 50/50 in April
- Marketplace at budget
- Speaker showcase just getting started
- Reforecasting – at a negative \$827, but we approved \$3,000 for extra educational funds
- Aging – looks good, mainly January meeting and marketplace

Review of Dashboard:

- Number of members is down from December - 213
- February meeting has 33 planners of the 106 registered – 31%
- 3,789 unique visits to date on the website – doing very well
- We are up to a 4.17 on satisfaction of educational programs – doing well

Review of Business Plan and Board Reports:

Strategic Alliance:

- Marketplace
 - 9 paid vendors
 - 3 as a sponsor benefit
- Speaker Showcase – Kyle Sheeley is the chair
 - March 1 – OEC to get a mark your calendar postcard out

Fundraising:

- Silent auction going well – donation letter to go out soon.
- Going to do a wine wall at the Gala

Monthly Education:

- Two more monthly meetings – April and May
- Phone calls
 - In January Ed Committee made calls to members that attended one or less meetings
 - Want more advanced sessions
 - Supplier based
 - Planners too busy or boss doesn't support
 - If outside Portland Metro – can't justify expense

Special Educational Projects:

- Cascadia
 - 226 attendees
 - Lots of suppliers
 - 25 hosted buyer
 - 19 hosted planners
 - Silent auction is the focus now – more items needed
 - Sponsorship
 - Hilton increasing monies, but not sure how much
 - Pineapple Hospitality – possible large sponsor
 - Pre-Conference Activities
 - Cancelling the two city tours
 - All others well attended
 - 2013 contract soon to be signed
 - Jina Ellison is the 2013 co-chair
 - Board Reception – Monday night in Hospitality Suite at 5:30 pm
 - IBOD President will be in attendance
- Planner Think Tank
 - February 7 at Hotel Vintage Plaza
 - 27 registered – 25 attended
 - Roundtable discussions went well
 - No cost/No revenue
 - Very successful
- Professional Development
 - January 24 at University Place Hotel
 - 8 attendees – 4 Mt. Hood CC students
 - Speaker was awesome

Communication:

- Online Magazine just went out
- Postcard going out soon
- Social Media campaign
 - Twitter campaign
 - iTouch with gift card is the prize – will be given away at the March social
 - Retweets – 5 points
 - Twitters – 10 points for new followers
 - Mentions – points to be worked out
 - New followers – will draw name for a prize

- Video announcements – no one has volunteers. Will build a plan and launch for next year. Maybe a marketplace opportunity.

Recruitment:

- Membership Campaign
 - Lead to committee – 1 point
 - Bring in a new member – 10 points
 - Top ten (and guest) will get a VIP reception prior to the Gala
- Still calling guests prior and after the meetings
- Industry Associations
 - WA State Chapter – subscriber members
 - ISES and NACE will do trades
- Prospect list is cleaned up
- Planner for a buck – February and May
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Retention:

- Thank you from Candlelighters
 - \$347 in cash
 - \$220 in gift cards
 - 175 kids toys
- March Social
 - At The Allison – fully hosted – Networking
- Community Outreach
 - Dress for Success – May
 - Working on a pet charity
- Board Touch Calls – In April
- Awards Gala
 - June 22 at Oregon Convention Center

Administration:

- Member database – going well – will roll out in March
- Board retreat – May 20-22 at The Mill Casino
- Student Club
 - Mt. Hood – Speaking to the Hospitality Club on February 29
 - 4 Mt. Hood students sat in on professional development workshop
- Past President Council
 - Had a March meeting that went well
 - One more meeting this year
 - Will do a survey to get feedback
- Emerging Leaders
 - 7 people registered to attend today
 - Have some mentees and mentors paired up

Other Business

- a. 2012-2013 Board of Directors Slate –

MOTION: Cindy Wallace, CMP - I move that we approve the 2012-2013 Board of Directors proposed slate as recommended by the Nominations Committee.

Second – Jennifer Cox

Motion Passes Unanimously

- b. All-Industry Gala Update – Midge Dobbs, CMP
 - Member retention chair sits on committee
 - Financial issues
 - \$100 paid in December – will get this back
 - 12 MPI-OC members of the 188 attended
 - More of a catering event than a meeting professionals event
 - Associated with wedding and party planners

- Can promote and attend without being involved on the committee
- Professionalism is an issue
- Volunteers is an issue

MOTION: Kim Herrmann, CMP - I move that we do not participate in the 2012 Industry Gala.

Second – Jennifer Cox

Motion Passes Unanimously

- c. WEC Meeting Madness Update – Midge Dobbs, CMP
 - Greg Duff, contract negotiations – November speaker was our nomination
- d. Hosted Buyer Chapter Competition – Midge Dobbs, CMP
 - Will put in online magazine and website
 - For Non-member planners
 - Winner is based on % of membership
- e. Discussion of Non-Profit Project – Midge Dobbs, CMP
 - Hospitality trade school in India
 - \$17,000 for 3 years and then self sufficient
 - Operating funds and building
 - 160 students – ½ on scholarship
 - Will wait to promote until after CEC so we don't take away any funds
 - Work with Community Outreach Committee
 - Midge will write up something to the board
 - Personal ask to members at March social and April program
 - No limit to what is raised and no deadline

10:32 am Adjourn – Midge Dobbs, CMP, President