

**Board of Directors Meeting
Tuesday, March 20, 2012
The Allison Inn & Spa**

Vision

Build a rich global meeting industry community

Mission

Make MPI-OC members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

3:00 pm – 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; Barbara Mulligan; Cyndi Holloway, CMP; Anne Hallinan, CMP; Jennifer Walsdorf, CMP, CMM, CTE; Tara Thomas, CMP, DMCP; Julia Leonard; Cathy Mason, CMP; Kelly Hagerman; Stephanie Kennedy

Absent: Michele Starry, Jennifer Cox and Merrissa Burleigh

Approval of Minutes:

a. Approval of February 2012 BOD minutes:

Jennifer Walsdorf, CMP, CMM, CTE: I move that the Board accept the February 2012 Board of Directors minutes.

Second: Tim Neil

Motion Passes

Anne Hallinan Abstain

Financial Statement Review:

- Nothing stands out right now – looking good
- Aging – two people from the February meeting have not paid

Review of Dashboard:

- Number of members is up - 216
- February meeting has 33 planners of the 106 registered – 31%
- 4,316 unique visits to date on the website – doing very well
- Satisfaction score of educational programs dropped to 3.19 (average of 3.95)

Review of Business Plan and Board Reports:

Strategic Alliance:

- Marketplace
 - Big success – passport was a great idea
- Speaker Showcase
 - Kyle is in touch with OEC
 - Need to get signed contract
 - Postcard to go out soon
- Cash sponsorship for next year
 - Palm Springs wants to be involved – they have money

Fundraising:

- Silent auction going well – donation letter will go out on Wednesday
- Live auction – working on getting full packages
 - Seattle
 - Hawaii
- Wine wall – working on getting 100 bottles of wine
- For April – instead of 50/50 – going to do wine ring toss at the April meeting
- Need more committee members

Monthly Education:

- April 17th – World Forestry Center – Exceeding Customer Expectations
- May 15th – Sheraton Portland Airport Hotel – Technology with James Spellos – Non-member planner for \$1
- RFP for the August social and September meeting is going out
- Surveys
 - Average of 20% of the attendees are completing the surveys
 - Should we have an incentive to complete?
 - For the paper surveys – announcement at the end of the meeting to get more completed
- Meeting planner attendance
 - Email to planners not attending
 - April administrative professional month
 - May – San Diego is sponsoring and they are inviting planners

Special Educational Projects:

- CMP
 - Study group is starting – have 3-4 people
- Satellite Program
 - April 24 – Bend
 - April 25 – Eugene
 - Tim and Janis will be attending
- Cascadia
 - See attached handout
 - OR/WA breakdown is not accurate
 - Net income is over budget
 - Why is attendance up?
 - Marketing was much better
 - Website was up earlier
 - Having the bureau involved helped
 - 2013
 - Getting Travel Portland involved
 - Chair – Eric Kingstad; Vice Chair – Jina Ellison

Communication:

- Twitter Contest
 - Winner will be announced tonight
 - 293 followers; 53 new followers; 42 retweets; 78 mentions
- Postcard – going out April 15
- Newsletter – going out May 1
- MPI's 40th Anniversary being promoted

Recruitment:

- April meeting – Administrative professionals and NACE
- Need more committee members
- Revamping intro letter

Retention:

- March social – Allison is a full sponsor
- Board touch calls – will have questions this month – will get lists in April
- WEC/CMP Conclave – scholarship applications due on April 11
- Awards – nominations coming out soon
- Cascadia scholarships – need a follow up article
- BRAVO – working with Kate on agreement

Administration:

- No STAR volunteer in February
- Will have two STAR volunteers in April
- Contacting new members to get them involved
- 2012-2013 Board Retreat - May 20-22 – working on agenda
- Will contact about board positions by next Monday after the vote is done on Friday
- Transition docs will start going out
- Student Club
 - Kim and Cindy spoke to the hospitality club at MHCC – they have agreed to be an affiliate club of MPI-OC. Must have a minimum of 10 members – MPI-OC will sponsor these
 - Someone will need to speak to the hospitality club in September to keep up the momentum
 - Anne is talking to Lane CC and University of Oregon the week prior to the Satellite Programs
- Emerging Leaders
 - April 17 – Career Path Panel – how they go to where they are at
 - Students can attend
- Past President's meeting – April 11 at OCC – focus on increasing membership
- Midge is working on the bosses letters
- Volunteer appreciation – Anne and Midge are working on it
- Chair Workshop
 - Role of the committee chair discussion
 - Organizational chart review
 - Delegation

Other Business

- a. 2012-2013 Planning Update
 - Assignments sent out on Monday
 - Transition packet will follow shortly after
 - Volunteer recruitment – May meeting

- b. Database – Stephanie reviewed the new database through Cvent to show what we are tracking and how you can look up a single individual and see what they have done, purchased, or been a part of.

4:33 pm Adjourn – Midge Dobbs, CMP, President