

**Board of Directors Meeting
Tuesday, November 15, 2011
Pumpkin Ridge Golf Course**

Vision

Build a rich global meeting industry community

Mission

Make MPI-OC members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

9:04 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; Cyndi Holloway, CMP; Tara Thomas, CMP, DMCP; Christy Blake, CMP; Stephanie Kennedy

Absent: Merrissa Burleigh and Tim Neill

Approval of Minutes:

a. Approval of October 2011 BOD minutes:

Anne Hallinan, CMP: I move that the Board accept the October 2011 Board of Directors minutes with changes as noted.

Second: Cindy Wallace, CMP

Motion Passes Unanimously

Financial Statement Review:

- Raffle ticket sales – money in for 19 – 25 sold to date
- Member rebates – above budget due to June supplier renewals
- LLM check – Alex to check of when it will arrive
- Sponsorships - \$6300 of \$6500 budget – great job!

Review of Dashboard:

- Not much to report since it is fairly early in the early.
 - Number of members is down to 218
 - November meeting had 26 planners of the 81 registered – 32%
 - 2,379 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:

- October was a good month for cash sponsorships
- Marketplace will be at the February meeting
- Working on banner ads
- Speaker Showcase
 - Need a chair
 - Need to finalize agreement with Marney and the venue
- Still calling suppliers to get more sponsors

Fundraising:

- Rescue me package – 19 paid and 25 sold
- Gave 10 tickets to 12 members – if they sell them all then will get one free ticket – this is good for all board members as well.
- Doing 50/50 in January
- Have started silent auction procurement

Monthly Education:

- 81 registered for November
- December – Point/counterpoint Planner/Supplier Panel – will be very interactive
- January – Social media
- February – Sales Techniques – Ron Black
- April – member votes
- May – Technology – James Spellos
- Starting on the RFP for the September and October 2012 programs

Special Educational Projects:

- Cascadia is on track – more detail has been added to the TSR – will start getting financials in January
- Satellite Programs – doing initial work
- Planner Think Tank – will start in January
- Professional Development – still no chair – need to connect with Shonda Feather
- CMP/CMM – no candidates right now but doing a CMP/CMM Intro class in December

Communication:

- Postcard will go out by Friday
- Directory is in the mail
- Online Magazine – will post the week after Thanksgiving and going to review the timeline for the rest of the year.
- Social Media – Twitter contest to start in January

Recruitment:

- On track with calling guests on a monthly basis
- Anne is meeting in Eugene with a potential new member
- Recruitment campaign – need to do a better job of reaching out to the teams
- Prospect list – Stephanie needs an updated list to update Constant Contact
- Planner for a buck at the December meeting

Retention:

- Community Outreach
 - November – Mission of Mercy
 - December – Candlelighters toy drive
- Board touch calls – notes to Kelly and cc Stephanie
- Scholarship will be given away at the November meeting

Administration:

- Nominations
 - Calendar set
 - Membership will get forms the first week of December
- Emerging Leaders
 - For people that have been in the industry five or less years
 - Want board members to sign up to be a mentor
 - First class is today after the monthly meeting – 8 people registered
- Student Club - Doing a hospitality fair at Mt. Hood CC from 9 – 1 tomorrow
- Past Presidents Council Advisory Meeting
 - Went really well
 - Past presidents care about our members and the chapter
 - Went through and talked about how we have evolved over the years
 - Went over the dashboard, business plan and budget
- Reaching out to new members – some already on committees
- Reviewing membership list – reaching out to those that have not been on committees
- Board Retreat RFP is out – will do a reminder
- Membership database – looking at using Cvent since it is free

- CBS notes – review for the January board retreat
 - Midge – reviewing with membership
 - Anne – reviewing with finance
 - Anne/Michele – reviewing with education
 - Stephanie – reviewing with administration
- January retreat (after the January monthly meeting) – will review the business plan and budget

Other Business

a. **MOTION:** Anne Hallinan, CMP: On the nominating committee we need to change the name from Christina Devlin to Christina Hale.

Second: Cindy Wallace, CMP

Background: The wrong name was given in the motion at the October meeting.

Motion Passes

Abstain – Cindy Wallace, CMP and Anne Hallinan, CMP

b. Communication – When communication goes out from MPI-OC we need to follow through to make sure it looks consistent and has the MPI-OC logo on it. All communication should run through the Marketing team before it goes out. All group emails should go out through the info@mpioc.org (Stephanie).

c. Cascadia – It is the 10th Anniversary and there is going to be a table of mementos put together – if you have any photos or other items, please get them to Barbara or Anne.

10:28 am Adjourn – Midge Dobbs, CMP, President