

**Board of Directors Meeting
Tuesday, November 13, 2012
Rose Quarter**

Vision

Build a rich global meeting industry community

Mission

Make MPI-OC members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

9:06 am – Call to Order – Jennifer Cox, President-Elect

Roll Call – Kim Herrmann, CMP; Midge Dobbs, CMP; Tim Neill; Tara Thomas, CMP, DMCP; Amber Cagle, CMP; Jina Ellison; Jennifer Cox; Dawn Rasmussen, CMP; Darcie LaMotte-Waage; Stephanie Kennedy

On Phone – Melodie King, CMP; Cathy Mason, CMP; Cyndi Holloway, CMP; Janis Ross, CMP

Late – Anne Hallinan, CMP

Approval of Minutes:

a. Approval of October 2012 BOD minutes:

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

Second: Kim Herrmann, CMP

Motion Passes Unanimously

Financial Statement Review:

- Raffle ticket and 50/50 a bit lower than expected
- Monthly education attendance is lower – will need to reforecast in January
- On budget otherwise

Review of Dashboard:

- Number of members stayed the same at 220.
- Volunteers – 50 (goal – 80)
- New members participating – 13 (goal – 12)
- Education program satisfaction – October was 4.04; average is 3.95 (goal – 4.15)

Review of Business Plan and Board Reports:

Strategic Alliance:

- Cash sponsorships - \$6,800 plus \$300 for planner think tank
- Speaker Showcase
 - Greg not interested in participating
 - Postpone until 2013-2014
 - Need to rebrand and retool
 - Loss of \$3,000 revenue
- Student sponsorship – need 18 – have 6 in

Fundraising:

- Raffle – have 16 of 100 sold
- Send out the link to non-members

- Starting to work on the silent auction
- Have 2 new committee members

Monthly Education:

- November speaker doing both Emerging Leaders and the monthly program
- Circle of Excellence – chairs are being honored in November and will sit with the speaker
- Kristina Griffith is working on a networking activity for the December meeting
- Bulk pricing – 20
- December meeting – Getting More for Less
 - Using a Cascadia speaker from Washington – need to use one free program in the next 18 months in Oregon
- Voting for the April speaker – deadline is November 16
- May meeting location needed – Helium Comedy Club or Ecotrust

Special Educational Projects:

- Cascadia
 - Few new volunteers
 - Early registration deadline – January 11
 - Meeting at the Doubletree today with the Cascadia team
 - Education plan due November 1 – Stephanie to send out to the board this week
- Planner Think Tank
 - February 12
 - Portland Marriott Waterfront – full sponsorship plus \$300
- CMP/CMM
 - November 15 meetings
 - 8 people signed up for the study group – need a list of those signed up
- Emerging Leaders
 - Samuel is speaking on he became a leader
 - March will be during Cascadia
 - May – 10 things you wish you had known

Communications:

- Use the communications form to get information into social media and eblasts
- Need a PR person
- Directory done
- Online Magazine
 - Fall Oracle done and emailed out
 - Winter edition in process
- LLM Contract
 - Putting together RFP to send out to LLM and Sagacity
 - LLM contract ends in January – send out RFP in November
- Postcard
 - Next postcard will go out in early December – need info by November 16 – will include December, January and February plus Cascadia
- Promotions
 - Katherine Hoppe is chair
 - Working on development the PR schedule
- Technology
 - Want everyone to participate in posting to social media
 - Like stickers for social media
 - Tweet during meetings using #MPIOregon
 - Add to monthly meeting presentation
 - Add to agenda to make announcement

Membership:

- Recruitment
 - BRAVO successful – more interest than usual
 - 1st – following up with those we got cards from
 - 2nd – following up with the entire list received from BRAVO – will do this in December/January with an email blast
 - Recruitment campaign kicking off this month
 - \$25 cash from MPI-OC

- Flyers on the table
 - Making an announcement this month
 - On website
 - Subscriber members – 7
- Retention
 - Reschedule the Bend Social – work with education on a possible different location
 - Community Outreach
 - Holiday Helping Hands in December
 - Dress for Success in April
 - Pet charity in the spring
 - Board touch calls
 - Sending out prior to Thanksgiving – deadline will be prior to Christmas
 - Two questions on volunteering and time commitment and making that special touch to our members
 - MPI 101
 - Amber putting together a game on an iPad
 - Looking for board members to speak
 - Ambassador program – volunteer for the day

Administration:

- Board is invited to emerging leaders today from 10:30 – 11:30 am
- Mentor to mentees
- Student Club
 - 11 from Lane Community College
 - 8 from Mt Hood CC
 - 2 clubs up and running
 - Own chapter
 - Polices/bylaws
 - Meetings
 - Executive committee
 - Presentations at clubs – Midge and Dawn
- Past Presidents Council
 - November meeting – 7 attended
 - Talked about Education
- Nominations
 - Committee is in place
 - Forms will go out the week of December 3
- STAR Volunteers
 - No one nominated in November – will do 2 in December
- Board retreat fully sponsored

Other Business

- a. **Volunteerism** – Jennifer Cox
 - Committee Recruitment
 - If you are talking to someone that is not interested in your committee – maybe they are interested in something else? Help cross fill committees, not just your own.
 - December/January committee idea
 - In December, Chairs will be table hosts and talk about their committees
 - In January, Chairs will get 2 minutes at the podium to talk about their committees
 - Got a Minute
 - Simple tasks on a monthly basis to get people involved that may only have a small amount of time.
 - Send names to Jenn.
- b. **President/President Elect Call** – Anne Hallinan, CMP
 - Anne to type up notes and send out to the board.

10:20 am Adjourn – Jennifer Cox, President-Elect