

**Board of Directors Meeting  
Tuesday, October 18, 2011  
Oregon Convention Center**

**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** – Michele Starry; Darcie LaMotte-Waage; Merrissa Burleigh; Jennifer Cox; Kim Herrmann, CMP; Sarah Taillon; Jennifer Walsdorf, CMP, CMM, CTE; Anne Hallinan, CMP; Midge Dobbs, CMP; Tim Neill; Melodie King, CMP; Cathy Mason, CMP; Connie Thorpe; Cyndi Holloway, CMP; Stephanie Kennedy

**Phone:** Jina Ellison; Alex Doyle, CMP • **Absent:** Cindy Wallace, CMP

**Approval of Minutes:**

**a. Approval of September 2011 BOD minutes:**

Jennifer Cox: I move that the Board accept the September 2011 Board of Directors minutes with changes as discussed.

**Second:** Kim Herrmann, CMP

**Motion Passes Unanimously**

**Financial Statement Review:**

- Chapter Business Summit is final
- Membership rebates are up because of renewals in June
- Directory - \$4200 expected in November

**Review of Dashboard:**

- Number of members is down to 217
- October meeting has 31 planners attending that are pre-registered
- 1,788 unique visits to date on the website – doing very well
- September meeting scored a 4.05 on the survey

**Review of Business Plan and Board Reports:**

**Strategic Alliance:**

- \$5,250 cash prospects possible
- Doing Marketplace at the February meeting
- Need a speaker showcase chair

**Fundraising:**

- Need more committee members
- Raffle is on target to earn \$2500 – needs more advertising

**Monthly Education:**

- Buy 3 Get 1 Free – 20 sold
- October meeting – budget 90 – registered 88 with 31 planners (35%)
- December info needs to get on the website ASAP

### **Professional Development:**

- January program – Melodie & Tim have a meeting on Tuesday
- No chair so a bit behind
- CMP – two people have expressed interest
- CMP/CMM – informational meeting at December meeting

### **Website and Social Media:**

- Twitter campaign will start in January or February
- Any to post – send to Jina Ellison
- Using information from emails to put on social media

### **Marketing:**

- Working on postcard – going out November 1
- Online Magazine – currently working on Fall issue – going out by November 1 or so
- Directory – when is it going in the mail?

### **Recruitment:**

- Membership campaign will start in November
  - 8 teams
  - Leaders should be calling team members
  - Each team gets one point if someone joins
- New members – Laura Valdez and Beth Krohn
- Bend/Eugene socials – 2 possibilities
- Got some coffee dates organized from the socials
- Work with WA State Chapter – call Michael or Becky

### **Retention:**

- Race for the Cure in Eugene – this weekend
- ODA Mission for Mercy – November 21 & 22
- Board touch calls coming up in November – no questions – questions in spring for business plan
- Scholarships
  - CMP Conclave added
  - Membership – pay the increase difference
  - CMP/CMM – November 1 deadline
- MPI 101 – Stephanie and Kim to figure out the dates
- Bend/Eugene socials – Kelly Hagerman and Jennifer Walsdorf attended
  - 16 in Bend – 1 possible membership
  - 19 in Eugene – 4 possible memberships
- Awards
  - Meeting in December
  - Need to reevaluate the point system for the awards
- Cards going out - let Kelly or Stephanie know of any special occasions
- All Industry Gala - needing funds because they are in the hole

### **Administration:**

- Volunteer recognition – send to chairs and cc directors – should be committee members
- Board Retreat RFP – going out next week
- Emerging Leaders – Mt. Hood Community College and Lane County presentations
- January ½ day retreat – John Taffin to come in
- Nominations are getting started for 2012-2013
- Reward points from 2010-2011
  - WEC – Anne’s registration for 2012 – comes out of the 2011-2012 budget
  - CBS – Stephanie’s registration for 2012 – comes out of the 2012-2013 budget

## **Other Business**

- a. Nominating Committee – MOTION:** Anne Hallinan, CMP: I move that we approve the following MPI-OC members as the 2011-2012 Nominating Committee:

Cindy Wallace, CMP, Chair  
Anne Hallinan, CMP  
Dawn Rasmussen, CMP, CTP  
Cathy Kretz, CMP  
Trina Gremaux, CMP  
Linda Pope  
Wendy Popkin  
Lori Louis  
Christina Devlin

Second: Kim Herrmann, CMP

### **Motion Passes**

Anne Hallinan, CMP abstained

- b. Points from 2010-2011 Year –** Midge Dobbs, CMP

- Reward points from 2010-2011
  - WEC – Anne’s registration for 2012 – comes out of the 2011-2012 budget
  - CBS – Stephanie’s registration for 2012 – comes out of the 2012-2013 budget

- c. Deadlines and Commitments –** Midge Dobbs, CMP

- It is okay to move deadlines if needed
- Talk about them
- Don’t stress and ignore
- Get help
- Communicated to board, director, VP, president, association manager if you need help

**4:06 pm Adjourn –** Midge Dobbs, CMP, President