

**Board of Directors Meeting
Tuesday, October 23, 2012
Red Lion Portland Convention Center**

Vision

Build a rich global meeting industry community

Mission

Make MPI-OC members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

3:07 pm – Call to Order – Anne Hallinan, CMP, President

Roll Call – Kim Herrmann, CMP; Tim Neill; Anne Hallinan, CMP; Tara Thomas, CMP, DMCP; Amber Cagle, CMP; Cathy Mason, CMP; Jennifer Cox; Melodie King, CMP; Dawn Rasmussen, CMP; Darcie LaMotte-Waage; Cyndi Holloway, CMP; Janis Ross; Kavinda Arthenayake; Stephanie Kennedy

On Phone – Midge Dobbs, CMP

Approval of Minutes:

a. Approval of September 2012 BOD minutes:

Jennifer Cox: I move that the Board accept the September 2012 Board of Directors minutes as presented.

Second: Kim Herrmann, CMP

Motion Passes Unanimously

Financial Statement Review:

- Sponsors are at \$6,000
- Expenses look good

Review of Dashboard:

- Number of members dropped to 218.
- 47 committee members, 13 new member participating, September meeting survey – 3.89
- Education ratio – 19% - this will vary throughout the entire year

Review of Business Plan and Board Reports:

Strategic Alliance:

- Cash sponsors are at \$6500 – 98% of budget
- Sending out strategic letters regarding student club sponsorships – have 2 in thus far
- Speaker Showcase
 - \$3000 budget
 - OEC may not be involved
 - Holiday Inn does not want to be a breakfast sponsor
 - More to report at the next meeting

Fundraising:

- Had the second 50/50 in September – lightly attended meeting – total is \$95
- Possible Chinese auction for one of the 50/50
- Large raffle is selling now
 - 2 nights/3 days in Tucson – all inclusive resort
 - \$150/person/night credit toward resort services

- Tucson CVB basket
- Value - \$3400
- \$20/ticket – selling 100 tickets

Monthly Education:

- November speaker will be from the proprietary database – free, just have to pay expenses
- April meeting will be a member vote – vote going out soon
- Satellite meetings
 - April 10 – Eugene
 - April 11 – Bend
 - Farm to table subject
- Circle of Excellence
 - October – Star volunteers
 - Star in their badge
 - Sit with speaker
 - Get a book from Dawn

Special Educational Projects:

- Professional Development – October meeting
 - Dawn will be the main speaker during breakfast
 - 3 – 20 minute speakers (TED style)
 - 100 attendees
 - Mike Mason will MC – help keep it on track
- Cascadia
 - OR/WA doing well working together
 - 90% of education is in place – getting ready to send out contracts
 - Signed a 2 year website sponsorship with Eventpoint
 - Volunteers are needed – may be able to use people to cross over with other committees
 - Scholarships – working with WA State Chapter, OR State Chapter and CEC to make more uniform
 - Saturday night dinner location – EcoTrust Building, Benson Hotel
- Planner Think Tank
 - Riverplace – February 12
 - Articles in the Oracle – more visibility for planners
- Emerging Leaders
 - November 13 from 10:30 – 11:30 am
 - Meeting industry ins and outs – why being a leader is important
 - Take away handouts
 - Invited student clubs to attend
- CMP Study Group
 - 6 people signed up
 - Purchase new CMP materials

Communications:

- Promotions
 - PR person stepped down
 - Katherine stepped up and is working on the calendar
- Publications
 - Directory has been mailed
 - \$4381 in ad sales – cover sold
 - Online magazine – Fall issue emailed out
 - Postcards – quarterly – next one will go out in December
- Technology
 - Social media – posting regularly
 - Everyone needs to participate - get involved – share/like/comment
 - Going to add Google Plus to our social media
 - LinkedIn – member only
 - Sent list of non-members to member recruitment

Membership:

- Recruitment
 - LCC students not members yet
 - 3 planners attending October meeting that are interested in membership
 - Susan is doing a great job
 - Need committee members
 - Member recruitment campaign
 - Anyone that brings in a member gets \$25 cash from MPI – Oregon
 - BRAVO
 - Royce is donating décor for booth
 - Doing a drawing for an MPI-OC lunch meeting
 - Subscriber membership – working with Jeff at WA MPI on a marketing campaign

- Retention
 - Networking socials
 - Bend – Cancelled – only 3 registered – change location for next year
 - Eugene – 22 attended
 - Community Outreach
 - Chelsea Hicks – children’s costumes
 - MPI 101 – December
 - Ambassador Program – meet and greet members at each meeting
 - Scholarship
 - Membership – 1 approved and paid/1 on hold
 - Working on streamlining CEC
 - Anniversaries
 - Cards are going out
 - 6 special occasion cards went out in September
 - Member spotlight – on back burner due to lack of volunteers to help
 - March networking social – Henry V sponsoring

Administration:

- Student Clubs
 - MHCC – only 2 students left from last year – need 8 more to sign up
 - LCC filling out forms to send in
 - Working with strategic alliance to get all 18 students sponsored
- Past Presidents Council
 - Next meeting is the first week in November – covering Strategic Alliance/Finance
- Nominations – in process
- Star Volunteer – will receive a new pad folio from MPI for the winner
- Contacting Directors and VPs to talk about their future with MPI
- Want to send a card from the President – let Anne know
- Chairs need to complete the TSRs and need to get done on time

Other Business

a. Nominating Committee – MOTION: Midge Dobbs, CMP: I move that we approve the following MPI-OC members as the 2012-2013 Nominating Committee:

Midge Dobbs, CMP, Chair
Jennifer Cox
Anne Hallinan, CMP
Lisa Chan, CMP
Carole Astley
Barbara Mulligan
Susie Schultz

Second – Jennifer Cox

Motion Passes Unanimously

b. Chapter Business Summit

- Notes will be typed up and sent out to Board and chairs
- Summit Pros
 - Learned about leadership and being a future leader
 - Our membership is pretty awesome – we do more than most chapters
 - Change the word volunteer – Active Member
 - MPI web app
 - Make student membership fee part of tuition
 - Member retention – Buy MPI – how much business are suppliers getting from MPI members
 - Our chapter rocks!
 - Leadership training – have board watch those involved for emerging leaders – who stands out
 - Anti-click ambassador
 - Invite nominees to board meetings
 - Add to TSR – recommend a future leader
 - Thom Singer – amazing
 - IPP session was very interesting and got lots of ideas
- Summit Cons
 - No breakouts or topics that related to membership or education
 - Roundtable on member recruitment – very student oriented

c. Board Monthly Meeting Responsibility

- Board members need to sit at different tables
- Help with table introductions – get business cards from everyone
- Send out announcements to these folks that Stephanie will send out – thank them for attending the meeting, encourage involvement in MPI and attach announcements

4:43 pm Adjourn – Anne Hallinan, CMP, President