

**Board of Directors Meeting
Tuesday, September 20, 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

9:00 am – Call to Order – Midge Dobbs, CMP, President

Roll Call – Michele Starry; Cindy Wallace, CMP; Darcie LaMotte-Waage; Merrissa Burleigh; Jennifer Cox; Kim Herrmann, CMP; Alex Doyle, CMP; Jennifer Walsdorf, CMP, CMM, CTE; Anne Hallinan, CMP; Midge Dobbs, CMP; Shonda Feather, IEWP; Tim Neill; Melodie King, CMP; Barbara Mulligan; Kelly Hagerman; Stephanie Kennedy

Late: Sarah Taillon • **Absent:** Cyndi Holloway, CMP

Approval of Minutes:

a. Approval of June 2011 BOD minutes:

Jennifer Cox: I move that the Board accept the June 2011 Board of Directors minutes as presented.

Second: Alex Doyle, CMP

Motion Passes Unanimously

Financial Statement Review:

- Down on cash sponsorships – need two supplier names from each Board member
- Dues rebate is up because of getting several suppliers to renew in June.
- Meeting fees – the money is for Buy 3 Get 1 Free

Review of Dashboard:

- Not much to report since it is fairly early in the early.
 - Number of members is down to 220
 - September meeting has 25 planners attending that are pre-registered
 - 1,022 unique visits to date on the website – doing very well

Review of Business Plan and Board Reports:

Strategic Alliance:

- \$52,225 of in-kind – goal was \$50,000
- Starting on website marketing – Tara and Darcie are meeting to come up with a plan
- Need more cash sponsorships

Fundraising:

- Rescue Me Package will roll out at today's meeting – 200 tickets - \$25 each. Drawing for winner will be in December

Monthly Education:

- Topics are set
 - October – Meetings Industry Forum extended education with Roger Rickard
 - November – Contract Trends – attorney
 - December – Planner/Supplier panel

- January – Sales techniques
- February – Social media
- April – Member vote
- May – Technology – James Spellos

Cascadia:

- Four keynote speakers locked in – art related
- Tracks: Professional development; event design; technology
- October 1 – initial website with registration
- November 1 – full website

Professional Development:

- New CMPs – Amber Cagle; Marti Castillo; Liz Baskin
- Chair is still needed

Website and Social Media:

- Moving website training to November
- Let Jina know if there is anything you want posted
- Working on I am MPI stories

Marketing:

- October Meetings Industry Forum being advertised to:
 - GMIC
 - OBTA
 - PCMA
 - BRAVO
 - MPI – Washington State
 - HSMAI
 - ISES
- Postcard will be mailed out November 1
- Newsletter – need articles by November 1
- Directory
 - 1st draft is due by Thursday, September 22
 - 71 photos in
 - Advertising dollars - \$4,200 - \$800 short of budget
- Board press release – marketing committee to do
- October press release – marketing committee to do

Recruitment:

- 1st team meeting today
- December, February and May – Non-member planner for \$1
- Bend/Eugene socials – Stephanie to send Sarah the lists and cc Jennifer Walsdorf
 - Non-member planners will be free to attend these socials
- August social guests – will follow up
- September guests – called ahead to ask questions
- Follow up is going well
- Recruitment campaign – will start in November
 - 8 team leaders
 - Referrals
 - Will get sign from DWA to have at registration
- Other Associations – focusing on getting to their membership meetings
- BRAVO – working on booth – have a \$50 off code – BRAVO2011

Retention:

- Kelly is calling potential cancelled members
- Next scholarship will be due in December
- Race for the Cure was in Portland this last weekend – had fun and great success
- Race for the Cure Eugene – October 23
- New member orientation – after November meeting
- Take ambassador program off the TSR
- Board touch calls – send Jennifer W. the questions from CBS
- Put card list on TSR

Administration:

- Volunteer recognition – send to chairs and cc directors – should be committee members
- Working on RFP for June board retreat
- Nominations – will approve committee at October meeting
- Past Presidents Council
 - mentoring 1-2 chairs
 - October 13 – first meeting
 - Have 10 past presidents involved
- Emerging Leaders Program
 - Five years or less in the industry
 - Doing three programs
 - Career goals – Dawn Rasmussen
 - Value of networking and a mentor
 - Career panel
 - Mentor/Mentee relationship will last 3 months
 - Roll out in October
- Chapter Business Summit
 - Notes will be ready for next meeting to go out to board
 - Some ideas
 - Wine ring toss
 - Red carpet to meetings – get a sponsors for the carpet
 - Member bucks
- I am MPI
 - 3 people have put in their stories
 - We will get marketing materials
- Metric Points – 7 points for 2010-2011
 - Can membership use the 3 membership renewal – all 7 points
 - Need to submit right away
 - Want to use the points that get the max cash benefits
- TSRs – if you need help with completing them or navigating Windows Live, please let Stephanie or Midge know.
- Monthly meeting announcements – we will not be doing any more monthly meeting announcements. The board will sit at tables and get business cards from each person and then the board member will email the electronic announcements to everyone at their table.

Other Business

a. Education Motion:

MOTION: Tim Neill: I propose that \$150 additional funds be added to budget Line Item 501B Satellite Program expenses.

Second: Jennifer Cox

Background: The current Satellite Programs expenses budget was written to account for 25 attendees at \$18/person paid to the venue (25 people x \$18 x 2 programs + \$270 travel expense = \$1170). However, the budget needs to be updated to reflect the increase in reimbursement to venues of \$21/person. This is consistent with our regular monthly programs (25 people x \$21 x 2 programs + \$270 travel expense = \$1320) & was included in the RFP. In creating the Board budget, we forgot to reflect this change in cost in our estimations.

Motion Passes Unanimously

10:42 am Adjourn – Midge Dobbs, CMP, President

**Board of Directors Evote
September 21 – 23, 2011**

Motion#1 : Jennifer Walsdorf, CMP, CMM, CTE: I move that we accept Shonda Feather's resignation from the board as Director of Member Retention with the intent to evaluate reinstatement in January 2012.

Second: Anne Hallinan, CMP

Background: Shonda has some family concerns that are keeping her from being able to perform her duties with MPI. Shonda spoke with Midge today and expressed her need to focus on her family. She regrets that she is not able to perform the obligations required for her volunteer role with MPI. Shonda hopes that the situation will be settled soon and she will be able to come back to her position in January.

Motion Passes Unanimously

Motion #2: Alex Doyle, CMP: I move that we eliminate the Director of Technology position, currently held by Kim Herrmann, moving Kim to the Director of Member Retention.

Second: Anne Hallinan, CMP

Background: The Director of Technology position was originally created to oversee the website and all aspects of social media. With the website now being fully managed by our Association Manager, it only leaves the responsibility of Social Media. The job functions of Social Media can be handled by the Social Media/Technology Chair. The Social Media/Technology Chair will report to the Director of Marketing on the Org Chart. This is a move that was being evaluated to potentially take place next year. Kim has worked with Member Retention before and will easily be able to step into the new role fully functioning. Should Shonda return in January 2012 we will evaluate the best Director position available based on talent least impact to the chapter.

Motion Passes Unanimously