

**Board of Directors Meeting
Wednesday, September 19, 2012
Salem Conference Center**

Vision

Build a rich global meeting industry community

Mission

Make MPI-OC members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

9:18 am – Call to Order – Anne Hallinan, CMP, President

Roll Call – Kim Herrmann, CMP; Midge Dobbs, CMP; Tim Neill; Anne Hallinan, CMP; Tara Thomas, CMP, DMCP; Amber Cagle, CMP; Susan Bailey; Jina Ellison; Kristina Griffith; Stephanie Kennedy

On Phone – Cathy Mason, CMP; Jennifer Cox; Melodie King, CMP; Dawn Rasmussen, CMP

Absent - Darcie LaMotte-Waage; Cyndi Holloway, CMP; Janis Ross

Approval of Minutes:

a. Approval of June 2012 BOD minutes:

Kim Herrmann, CMP: I move that the Board accept the June 2012 Board of Directors minutes as presented.

Second: Amber Cagle, CMP

Motion Passes Unanimously

b. Approval of July 2012 BOD minutes:

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

Second: Kim Herrmann, CMP

Motion Passes Unanimously

b. Approval of August 2012 BOD minutes:

Tim Neill: I move that the Board accept the August 2012 Board of Directors minutes as presented.

Second: Jennifer Cox

Motion Passes Unanimously

Financial Statement Review:

- Sponsors are looking good
- Subscriber members – some of these are just invoiced, not paid. Do have a couple new ones in this year.
- Networking events – 1 out of 4 recorded
- Directory revenue – need to ask Alex Doyle and report at next meeting
- Merchant fees are high right now because we get the fees from the 2012 silent auction, but should stay at budget.

- WEC expense – includes all expenses for 2012 and registration for 2013 for Jenn
- CBS expense – received the \$900 reimbursement from MPI already

Review of Dashboard:

- Number of members dropped to 220. As of 9/18 we had dropped to 216.
- Need committee lists from chairs in order to report volunteer numbers

Review of Business Plan and Board Reports:

Strategic Alliance:

- Cash sponsorships - \$3,000 of \$6,600
- Speaker Showcase
 - Holiday Inn willing to sponsor the meeting, but not breakfast
 - Lost Marney as member, need to see if Greg is going to join
 - Going to audition speakers this year
- Working with larger sponsors first and then the smaller ones
- Making calls for committee members

Fundraising:

- 1st 50/50 raffle - \$53 – doing another one today
- 1st raffle – spa package out of Tucson
 - Go on sale in October
 - Give away in December
 - Need to get airfare sponsored
- Nichole is moving to Sunriver but still going to be chair

Monthly Education:

- Need 2 more committee members
- Have a lead for each month
- Most topics are done
 - October – Professional development day with Dawn Rasmussen
 - November – confirmed from the proprietary database
- Buy 3 Get 1 Free – 12 sold to date
 - Can we buy more than 1 package – will effect budget
- September meeting – only 50 registered
 - Did reach out to other associations and CVBs
 - Salem 2008 – 77/Woodburn 2011 – 68/Oregon Garden April 2009 - 110

Special Educational Projects:

- Cascadia
 - Need more committee members
 - Website RFP sent out – working on full sponsorship
 - Changing the theme to Grow – yourself and your business
- Professional Development
 - Professional development day – October 24 at OCC
 - Speakers are nailed down
 - Getting a moderator
 - Going to do 3 TED talks
 - Dawn will speak for a full hour at breakfast then 3-20 minute presentations – not in separate rooms – all in one room
 - Finalize by Friday, September 21
- Planner Think Tank
 - February 13 or 14 at the Riverplace Hotel
 - Alex has committee members
 - Oracle case study – Cathy to follow up with Alex
- CMP/CMM
 - Study group meeting after today's meeting
- Emerging Leaders
 - Working on November speaker
 - Other months – January/March/May
 -

Communications:

- Directory
 - Sold all ads and the cover
 - Should hit October 1 deadline
- Online Magazine
 - Working on Fall Oracle
 - Guidelines for newsletter – to discuss at next meeting
- LLM Contract
 - Putting together RFP to send out to LLM and Sagacity
 - LLM contract ends in January – send out RFP in November
- Postcard
 - 1st postcard mailed out
 - 2nd postcard in process – send out in December
- Promotions
 - Katherine Hoppe is chair
 - Working on development the PR schedule
- Technology
 - Want everyone to participate in posting to social media

Membership:

- Recruitment
 - Need a committee – working on list that Jennifer sent out
 - Need to update TSR
 - Followed up with cancelled members
 - Booth at BRAVO showcase today
 - Working on BRAVO in October – I am MPI stickers
 - Send out sign up list to board
 - Potential member list – break up via industry to get task force to pick an industry
 - Recruitment at the Bend and Eugene socials
- Retention
 - Networking socials
 - Bend October 10 – no one registered yet
 - Eugene October 9 – 2 people registered to date
 - March social – Henry V to host
 - August social – article in the Oracle
 - August and September anniversary cards are done
 - \$20 Starbucks card for anniversary drawing
 - Life happenings cards – Carole Astley sending out
 - Community Outreach
 - TSR needs to be updated
 - Doing a Halloween costume charity drive in October
 - Called new members and invited them to the meeting – Amber is the September ambassador
 - Scholarship
 - \$1,000 for CMP – due date is November 1
 - Cascadia – December deadline
 - Gave away 1 membership scholarship

Administration:

- Volunteer recruitment today
 - Potential volunteer list sent to VP/Directors in August and to chairs in September
 - Got a minute from Jenn
 - Possible recruitment in November?
- Student clubs
 - Struggling to get them to do anything
 - MHCC not responding
 - Inviting them to the October and January meetings since they are fully sponsored
- Past Presidents Meeting
 - Meeting in August focused on the finance team
 - November meeting will focus on membership and volunteer recruitment
- Nominations will start in November
- Quarterly calls with board members happening
- WEC – Anne to get a report out to each leader

- Tara attended
- Anne attended Chapter Leadership Forum – some good ideas
- Basket exchange – OR had the best one
 - Divided it up to give equal amounts
 - Received a spa in Canada

Other Business

a. **Chapter Business Summit** – There will be an issues forum. Send Stephanie anything you would like to be discussed to get ideas from other chapters.

b. **Board Forms** – Stephanie passed out forms (Code of Ethics and Conflict of Interest) to board members that are present to have signed. Other board members will receive them via email.

10:57 am Adjourn – Anne Hallinan, CMP, President