

JANUARY 25, 2024

MICHIGAN CATHOLIC CONFERENCE | LANSING

The Michigan Chapter Board Meeting was called to order on January 25, 2024, by President Novak at 9:14 a.m. The SGMP Bill of Rights was read. A link for the SGMP Code of Ethics was provided. Roll call was taken, and a quorum of voting members was present.

Present

Tammy Novak, President

Randi Talmage, Second Vice President

Cathy Mayhew, Director

Laurie Nickson, Immediate Past President

Shelley Long, First Vice President

Stephanie Wohlfert, Treasurer

Tara Draper, Director

Absent

Terese McInnis, Director

Kristen Taylor, Secretary

Guests

Nick Stratton

Motions

1. **Motions held in the meeting:**

- a. January 25, 2024, a motion was made and seconded to approve the December 13, 2023, board meeting minutes. Motion carried.
- b. January 25, 2024, a motion was made and seconded to accept the December 13, 2023, financials as presented. Motion carried.
- c. January 25, 2024, a motion was made and seconded to approve the absence of Director Terese McInnis due to illness. Motion Carried.
- d. January 25, 2024, a motion was made and seconded to approve the absence of Secretary Kristen Taylor due to work obligation. Motion Carried.
- e. January 25, 2024, a motion was made and seconded to approve eliminating the August education meeting and explore options for a summer networking opportunity. Motion carried.
- f. January 25, 2024, a motion was made and seconded to approve the January 25, 2023, Membership report. Motion carried.
- g. January 25, 2024, a motion was made and seconded to adopt the City Mission Rescue for the chapter's community service project for the months of February & April 2024. Motion carried.

2. Reports:

Financial

Wohlfert

BANK BALANCES	PREVIOUS MONTH DATE	CURRENT MONTH DATE
Checking	\$54,375.00	\$57,198.68
Other	\$10,084.22	\$10,084.30

Stephanie will send out reminder emails for those silent auction invoices that are still outstanding.

Advertising/Sponsorships

Draper/Wohlfert

Many new sponsorships have been received. An updated Sponsorship Catalog is on the website showing what has been purchased. Related to AEC, the following are remaining: (1) speaker sponsor, (1) breakfast, (1) refreshment break, (1) lunch, (1) reception drink and (1) dinner. There are still 5 suppliers who sponsored in 2023 but not yet in 2024. Will be sending one additional push for getting them signed up.

Committee will clarify AEC turndown service sponsorships with Target Promotions and offer a comp exhibit table.

Strategic Focus #7: Visibility and Focus: Continue with sponsorship bundling format. Reach out to prior bundling sponsorship partners for first right of refusal.

AEC

Talmage

Lots of work finalizing details of AEC.

- AEC Slogan: "So PLAID you came to AEC"
- Agenda and registration information published
- One session still TBD
- CVB has concerns of muddy trails for the sleigh rides for Wednesday night event. They are suggesting snow tubing along with live music, beer/wine, heavy apps in the warming house. Will need to update the opening reception description.
- Welcome Gift Bags from committee: Plaid bags with welcome goodies that do not have any company logos.
- Mobile App Vendor: Glide
- Charity: Karing Home Youth Project (<https://www.thekaringhomeyouthproject.org>)

New Sponsorship Possibilities:

- In-kind Audio-Visual Sponsor (OnCore) will include logo on website & app, printed materials, 2-minute podium time, sign at general session, and rolling PPT.

- New Photo Booth sponsorship to be added (cost \$550 with operation and custom themed props), will advertise selling price of \$750.00.
 - Sponsor's logo can be used on pictures (along with MiSGMP logo).
 - The booth takes boomerang videos and pictures. A digital link of all photos/videos can be sent out at the end of the event. Individual photos/videos can be texted to users immediately.
- Confirm food and beverage pricing, per diem vs budget. Board approved budget pricing.
 - Budget: breakfasts \$15, \$20, dinner \$35
 - Per Diem: Breakfast \$12.75, Lunch \$12.75, Dinner \$25
- Need reminder to CALL for room reservations. Must pay deposit of one overnight at time of registration.
- Board will coordinate a list of what items are needed, where they are located, and who will be bringing to AEC (MiSGMP step & repeat, frames, signs, etc.).

Strategic Focus #3 – working to provide quality education and programming for AEC to grow AEC attendance.

Communications

Mayhew

Emails announcing scholarship for chapter AEC & NEC have been sent; also announced registration for AEC is open, along with social posts. Website updates included 2024 approved GMS programs, 2023-24 calendar of events and Homepage to include AEC graphic & link. Committee continues to post to social media channels.

The committee reviewed the COY application, which will be open/available on January 31, 2024, with a submission deadline of March 22. For the Communications of the Year Award (communications channel in which we believe our chapter has demonstrated excellence (website, social media, email, newsletter, other) we will submit on the newsletter. The November/December Inside Buzz reached 162 and had a 71% open rate, 11% click rate, with a 4% bounce rate. Discussed how to reduce the length of the Inside Buzz.

Strategic Focus # 5: Communications: Create a consistent presence on all MiSGMP social media platforms. Create a bi-monthly e-Newsletter with relevant and timely information. Retain and grow committee members to assist with communications. Understand and utilize social media analytics. Yearly review the scoring rubrics of the COY.

Community Service

McInnis/Mayhew

Committee has been collecting ideas for community service projects for our chapter meetings through June 2024. During the summer months, the board considered volunteering 2-3 hours at a Lansing local facility then networking afterwards.

The board reviewed the list of suggested community service projects and voted to focus on those in need for the months of February, March, and April. Will create a QR Code for tables so members can “donate now”.

- February (Lansing): The City Rescue Mission for downtown homeless. They have a “need now” list, a “usual needs list”, as well as an Amazon list.
- March (Gaylord): The Karing Home Youth Project
- April (East Lansing): Haven House - the only housing option in Lansing designed for families- mom, dad and kids can stay together.
- May (Muskegon): Speaker will present on Travel safety, particularly regarding meetings and events held in unfamiliar locations. The board will revisit the community service project for May at the February board meeting.
- June (Howell): The board’s directive is towards team building with an emphasis of giving back to the community. Laurie will discuss ideas with Sammi, Explore Brighton Howell Area and coordinate with Matt May, speaker.

Strategic Focus #2 – Volunteer Leadership: Highlight work of committees as relevant during monthly meetings and invite/encourage member participation.

Education

Long/McInnis

The committee has secured Justin Moore, SKM Group for the May education session. After further discussion, he agreed to present for \$300 to keep within the MiSGMP speaker budget.

The board discussed one of the new National strategic focus initiatives “speaker funding” and voted to eliminate the August member/education session. This will keep MiSGMP within the top requirements of the POY, reduce the stress of the education committee in trying recruit for the monthly session while staying within the monthly meeting speaker budget. The initiative will allow the chapter to recruit a higher-quality speaker each fiscal year.

MiSGMP will use the May 15 board meeting as the board transition meeting.

Committee will follow up with Amber Mae Peterson, Visit Muskegon for details on the events occurring the night before the monthly meeting.

The committee will be meeting in the next couple of months to begin planning for the 2024-25 education sessions.

Strategic Focus #3: Provide relevant and timely education programs to attract and support members.

GMS

Taylor

There were two new GMS enrollees and two inquiries about GMS status. Debbie sent them an update on their tracking sheet. Debbie will update the StarChapter instructions and send out to committee members, so we are back on schedule for sending GMS related communications.

The committee asked the board to consider a solution to the lengthy monthly announcements. After discussion, the President will create a rolling PPT for those announcements that are reoccurring and have it displayed during the meeting and will only speak the new announcements (i.e., upcoming awards, scholarships, sponsorships, all items that are pertinent for that time frame).

The committee asked if the Member Bill of Rights had to read at the beginning of each member meeting and the response was yes, given that new members are in attendance and because it was a member meeting.

Strategic Focus #3: Education, Resources, and Networking: Working to provide quality education and programming for AEC to grow AEC attendance.

Honors and Awards

Wohlfert

Zenith Award nominations are due 2/16 and then will be reviewed at the 2/21 board meeting. To date, no nominations have been received. A reminder will be sent the week of 2/12. The committee plans on discussing how we can encourage submissions and the ease of filling out the nomination form.

The board discussed adding additional awards to recognize members. It was discussed how to incorporate new awards and agreed upon to use the meeting survey results and recommendations of the Education Committee to evaluate and determine winners (by Board, not open to the membership for (1) Program of Year and (2) Rockstar Recruiter.

Membership

Novak

Completed membership upload for month ending December 31, 2023. Reached out to members on the 60-day out renewal list, at risk list, and dropped list. There were no new members in the month of December.

Per Policy No: C-28, Chapter financial and membership reports must be reviewed and accepted monthly by the chapter board. Each month's approval needs to be recorded in the minutes for the next held board meeting. A motion was made to approve January's membership report and approved.

Will continue to attend Satellite Chapter meetings to understand the process. Chicago has decided to move forward and become a satellite chapter with the Northern Lights Chapter since MiSGMP decided not to pursue hosting satellite chapters. President Novak would like our chapter to reconsider becoming a satellite chapter.

ACTIVE SATELLITES:

- Pittsburgh - with NatCap
- Birmingham – with Rocket City
- North Carolina – with Nat Cap

POTENTIAL – IN DISCUSSION:

- Hawaii – with Golden State
- Idaho – with Louisiana
- Mississippi – with Louisiana
- Tennessee – with Rocket City
- Chicago – with Northern Lights (Changed direction)
- Dallas – with Texas Lone Star (Dec/Jan)

As of December 31, 2023, Michigan has 156 members: 84 planners/67 suppliers/5 other. The planner/supplier ratio is at 56%. **WE HAVE MET OUR THE STRATEGIC FOCUS #1 BY INCREASING THE MISGMP MEMBERSHIP TO 150 MEMBERS.** MiSGMP has increased 13 members.

At Risk Members:

- Annie Krupp – received email from, Tammy will follow-up since the person who reached out is not a member.
- Tori Piersante, Great Wolf Lodge, TC
- Corri Harvey, AC/HH

Overall SGMP membership is at 1,303, up from 1,274.

- 1270 primary chapter members
- 33 members who have joined other chapters

National Membership Committee Updates

The committee met on 12/9. Lots of great changes to come with the new SGMP FY24-28 Strategic Plan.

- Policy Changes
 - G-14: A SGMP member in good standing may only serve on ONE SGMP committee at a time.
 - Contract Planners (\$125) will now get a discount for multiple members (\$115), like the Supplier discount.
 - For \$25, you can join a secondary chapter (up to 3). The secondary chapter will receive the membership count.
 - One recertification point can be received for 1. Writing one article that is published in Government Connections, 2. Serving as a member of a chapter or national committee/taskforce, 3. One year serving as a member of a chapter board.
 - You can earn up to 3 recertification points per year by 1. Serving as a member of the national board or 2. Serving as a trustee of the GIL.
 - You can earn up to 5 recertification points from education at non-SGMP events within the meetings/hospitality industry.
- Quarterly Membership Campaigns will be offered.
- New membership recruiting materials have been published.

- Legacy Award
- Streamline application process for awards
- More diverse speakers and leaders, education sessions, expand the DEI Taskforce scope.
- Resume annual audits of financial records.
- Align policies with transparency.
- Open all board meetings.
- Early Career, Mid-Career, and Advanced-Career PD
- Micro-Credentials
- CGMP Enhancements and Expansion
- Speakers Bureau
- Course in a Box
- Standard Education Calendar
- Utilize SGMP's Zoom and LMS upon request.
- New Speaker Funding to help chapters recruit high-quality speakers. 1x FY.
- Mentoring Program
- Interactive Sessions
- Supplier Focused Initiatives
 - Supplier Education
 - Online Buyers Guide
 - RF-Portal
- External Stakeholders Communication (former members, prospective members, partners)
- Goals
 - Reduce attrition by 25%
 - Increase membership retention by 8%
 - Grow overall membership by 10%

Other Metrics

◦ SGMP also expects to see growth in a variety of metrics such as:

- Increased CGMP course enrollment
- Increased CGMP renewal
- Increased NEC attendance
- Increased Social Media Audience
- Increased Magazine readership
- Increased webinar attendance
- Increased chapter event attendance
- A minimum of 100 members completing a newly launched SGMP micro-credential program.

◦ The most important aspect of the success of the SGMP 2024-2028 Strategic Plan is the satisfaction and professional growth & development of our members. Our mission is to enhance and promote the expertise of government meeting professionals, and through expanded, career-stage specific professional development opportunities and advanced training, we intend to accomplish this goal.

◦ In August 2024 and August 2025, we will survey our members to determine whether planned programs and initiatives continue to serve member needs, and will adjust as needed.

Strategic Focus #1 – Increase and maintain membership; actively work to engage members. Send monthly membership emails. Reach out to attendees. Use templates consistently. Strive to meet the qualifications of the Membership awards.

Nominations and Elections

Nickson

Establishing incoming Board committee. SGMP has announced for this 2024-2026 nomination period, board members with terms expiring can run for same position, in addition to a new position. Discussed suggested potential members for the N&E committee.

Due to the change in N&E schedule, it is not appropriate for the board to educate members about board positions, roles, and responsibilities at the February meeting since the committee will already know candidates. The board discussed and revamped the February meeting to be “Building Strong Partnerships: Effective Strategies for Hotels and Planners. Will need National approval.

Committee will continue to recruit members to run for board positions and inform membership of the N&E timeline and procedures.

Call for Nominations	1/22/2024
Open nominations period	2/9/2024
Send list of nominees to National	2/14/2024
National reviews list and confirms eligibility and send back	2/16/2024
Announcement of candidates and campaigning	2/21/2024
Campaigning ends	2/26/2024
Chapter membership online voting OPENS	2/27/2024
Chapter membership online voting closes at 5:00pm EST	3/4/2024
National sends election results to N&E	3/5/2024
Candidates are notified of election results.	3/6-3/7/2024
Chapter election results are announced to entire chapter by	3/8/2024
Chapter Transition Meeting	5/15/2024
New chapter board members must be installed by	6/30/2024
Code of Ethics form (signed by all new chapter board members) must be received at SGMP by	7/31/2024

Strategic Focus # C-20, Chapter Board Elections/Voting; C-23, Chapter Board Transition Schedule

Registration

Long

The committee met on January 18 to discuss registration needs and coverage at AEC. Registration will be located in a room of its own, down the hallway from the check in desk. Google sign-up sheet was created and will input the AEC scholarship names when determined. Will continue using the Google form to sign up to handle registration at meetings. There are 3 spots available.

There are some concerns with the slowness and connection issues with StarChapter during the check-in process. Can do the check-in online process after the meeting and continue with manual check in list.

Strategic Focus # #2 – Volunteer Leadership: Encourage and expand volunteer and leadership roles.

Scholarships

Draper/Wohlfert

The 2024 AEC Scholarship application and eligibility/criteria was reviewed and approved at the December 13, 2023, MiSGMP Board meeting. The Chapter AEC Scholarship information was emailed to all members on January 12, 2024, and posted on the MiSGMP website. As of this report, no Chapter AEC scholarship applications have been received.

A reminder of the 2/16 submission deadline will be sent the week of 2/12.

The board will review all scholarship applications received at the 2/21 board meeting and will notify all applicants by February 24, 2024, regarding the status of their application.

Strategic Focus ##2 - Volunteer Leadership: Provide chapter scholarships to AEC and NEC.

Special Events

Nickson

Revised the 2024 AEC auction email to members and 2024 AEC auction donation letter. Sent to communications for distribution to all MiSGMP members.

Will continue the solicitation of donations for and conduct auction at 2024 AEC. The committee has begun working on details for June Special Event and will discuss the community service project with Community Service Committee, and then with the speaker.

Strategic Focus ##7 – Visibility and Marketing: Promote MiSGMP activities to grow awareness of the chapter and the society.

National Update

Novak

- IPP Nickson presented “Judge Laurie Mock Court Cases...To Sue or Not to Sue” at the JLM on 1/23. By mid-February, the seven mock court cases, with all supporting documents, will be provided to SGMP for posting for all SGMP chapters to access and use, at no cost.
- Lots of great changes to come with the new SGMP FY24-28 Strategic Plan. See Membership report above.
- President Novak will ask National for the side-by-side comparison sheet for National’s new AMS vs. StarChapter. StarChapter expires May 1, 2024, and is \$990/year. Would need to transition over to the National website before the expiration date.
- Michigan members sponsored 2 of the JLM break sponsorships with the chapter sponsoring one (1) MiSGMP, (1) Choose Lansing, and (1) Crescent Hotels & Resort.

Announcements/Other

Novak

- The 2/21 Board meeting will be held at the Choose Lansing office.
- President Novak encouraged all board members to login to the new SGMP website and update/review our individual profiles.
- Reviewed projected NEC expenses and JLM tentative agenda. Anyone wanting to participate in the JLM will need to arrive on Monday, May 6. Board was asked to make flight arrangements. Stephanie will make the overnight arrangements once she knows how many are needed.
- JLM break: MiSGMP is a sponsor, First VP Long will speak to the group on the chapter's behalf.
- Randy Dean, E-mail guru, messaged our chapter suggesting co-promoting to our database on three of his e-mail platform programs. The board's decision was to decline his offer, though offer the opportunity to update his reference sheet that is currently on our website under the professional development resources and offer space to sell at a monthly meeting for which he may be speaking at.
- MiSGMP members were invited to join the board from 3:30p-5p after today's board meeting to learn about MiSGMP socials, StarChapter, Dropbox, and the MiSGMP Google Drive as part of the new board succession planning initiatives.

Meeting adjourned at 3:11 p.m.

Next meeting is February 21, 2023, at the Choose Lansing office, 500 E. Michigan Avenue, Lansing, 9a-11a.

Respectfully submitted,

Cathy Mayhew, Director on behalf of Kristen Taylor, Secretary
MiSGMP