

April 17, 2024

Graduate East Lansing, 133 Evergreen Avenue, E. Lansing

The Michigan Chapter Board Meeting was called to order on April 17, 2024, by President Novak at 9:15 a.m. The SGMP Bill of Rights was read and a link to the SGMP Code of Ethics was shared. Roll call was taken, and a quorum of voting members was present.

Present

Tammy Novak, President	Shelley Long, First Vice President (virtual)
Randi Talmage, Second Vice President	Kristen Taylor, Secretary
Stephanie Wohlfert, Treasurer	Tara Draper, Director
Cathy Mayhew, Director	Terese McInnis, Director
Laurie Nickson, Immediate Past President	

Guests

Nick Stratton, Incoming President	Jodie Shaver, Incoming Secretary
Tammy Palmer, Incoming Supplier Director	Stephanie Reed, Incoming Planner Director
Dorothy Dean, Incoming Treasurer	

Motions

1. **Motions held in the meeting:**
 - a. April 17, 2024, a motion was made and seconded to approve the March 13, 2024, board meeting minutes with one change. Motion carried.
 - b. April 17, 2024, a motion was made and seconded to accept the March 2024 financials as presented. Motion carried.
 - c. April 17, 2024, a motion was made and seconded to approve the March membership list. Motion carried.

2. **Reports:**

Financial

Wohlfert

BANK BALANCES	PREVIOUS MONTH DATE	CURRENT MONTH DATE
Checking	\$67,187.07	\$69,481.97
Other	\$10,084.47	\$10,084.55

- The AEC invoice from Treetops Resorts is still outstanding. Stephanie has been working with the property to finalize and make payment.
- Tammy, Stephanie, and Dorothy will be meeting prior to the June 17 board retreat to draft the FY24-25 budget.

Strategic Focus #6 - Financial Stability: Ensure resources, costs, and budget align with MiSGMP mission and goals. Track all financials as income is received and expenses occur.

Advertising/Sponsorships

Draper/Wohlfert

The Committee continues to solicit sponsors for the special event in June. The sponsorship catalog has been updated on the website.

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- **MiSGMP 2024 Annual Special Event**
Education Session, Lunch, and Special Event – June 19, 2024 (Location TBD)
- Gold Sponsor: \$400 | 1 available**
- Placement of your banner at registration
 - 3 minutes of lectern time
 - Opportunity to greet guests
- Silver Sponsor: \$300 | 1 available**
- MiSGMP signage recognition
 - 1 minute of lectern time
- Bronze Sponsor: \$150 - 6 available**
- MiSGMP table recognition
- Breakfast Sponsor: \$300 | 1 available**
- Placement of your banner at event
 - 1 minute of lectern time
 - Opportunity to greet guests
- Beverage Sponsor: \$300 | 1 available**
- Placement of your banner at event
 - 1 minute of lectern time
 - Opportunity to greet guests
- Lunch Sponsor: \$300 | SOLD OUT**
- Placement of your banner at event
 - 1 minute of lectern time
 - Opportunity to greet guests

Additionally, MiSGMP participated in an apparel fundraiser netting around \$200. The final order was submitted to Target Promotions on April 12, 2024. Mary Trombley submitted the order to her vendor with items being available prior to NEC. Tammy Novak will let those who purchased know when she is meeting Mary to pick the items up. Members will be able to meet at that time, Tammy can bring with her to NEC or can bring to the next monthly member meeting.

Strategic Focus #7 - Visibility and Focus: Continue with sponsorship bundling format. Reach out to prior bundling sponsorship partners for first right of refusal. Create/distribute/sell MiSGMP promotional items.

AEC

Talmage

The 2024 Annual Education Conference is complete. Committee is waiting for the survey results to come in and will share at the May meeting. The board reviewed the 2026 AEC RFPs received. Randi will review the two that submitted a CVB Letter of Support and make a recommendation to the board in May.

The committee is working with Mt. Pleasant on the 2025 AEC contract.

Strategic Focus #3: Education, Resources, and Networking: Provide education programs and speakers which attract attendees and grow AEC attendance to 75.

Communications

Mayhew

The Committee reviewed the website and made several changes. DTMB travel rates links are corrected, updated the photo gallery, updated homepage with a wrap-up from AEC. Committee is working on adding the community service project information sooner and tweaking areas to compliment/mimic SGMP webpages.

Tammy will send Cathy the Collaboration Partnership Agreement with Muskegon for their May 14 event.

Committee continues to post various social posts for the Chapter and share National's. Terra D. will be creating a "Save the Date" graphic for the remaining events of the fiscal year.

The next committee meeting is April 18, 2024, at 3:00 p.m.

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. Strive to meet the qualifications of the Communion of the Year Award.

Community Service

McInnis/Mayhew

The April Community Service Project is The Haven House in East Lansing. We are collecting donations for the House which were listed in the e-newsletter, and in the know before you go for. Terese will take the items and drop off.

We will be sponsoring Kids' Food Basket and Mission for Area People in Muskegon for the May Community Service projects. The committee will bring lunch bags, crayons, and markers to the meeting and ensure members make up a few bags. Both charities have been published in the e-newsletter and will be in the May event know before you go.

Once the FY24-25 monthly meeting locations are determined, the committee can begin searching community service projects in the area.

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

Education

Long/McInnis

A meeting is scheduled for April 29, 2024, at 11:00 a.m. to finalize the 2024-2025 RFP for meeting locations and education sessions. Committee members and board members who both encouraged to join the meeting.

Ensure to use “prevailing State of MI per diem” in the RFP and in contracts.

Will ensure the incoming board and committee members have what they need to continue with the processes.

Strategic Focus #3 - Education, Resources, and Networking: Provide relevant and timely education programs to attract and support members. Strive to meet the Programming of the Year Award.

GMS

Taylor

- Will be awarding two GMS certificates at today’s meeting.
- Debbie Kopkau is working with StarChapter to find out if we can create/edit a place on the website so members can access their activity/attendance. Kristen Taylor is cc’d in the emails. We are currently going back and forth with their tech team, but they aren’t understanding what we’re looking for.
- Kristen will check with the board to see how members are getting their certificate of completions and upload to EIC for credit. Kristen confirmed that Stephanie is uploading. We are having her check Debbie’s and Jodie’s since they are both using the same email for StarChapter and EIC.
- Continue to send emails as listed in our StarChapter instructions.

The Committee is requesting to discuss how events are put into StarChapter so end user can see in their ‘order history’ the name of the event and include the competency. *Update:* Cathy Mayhew said when she is putting events into StarChapter, she will also add the competency after the event title. Example: To Sue or Not to Sue | Ethics.

Strategic Focus #3 - Education, Resources, and Networking: Provide relevant and timely education programs to attract and support members. Actively market and grow GMS participation.

Honors and Awards

Wohlfert

No Report.

Membership

Novak

The Committee completed the membership upload for month ending March 2024. We reached out to five new members, members on the 60-day out renewal list, at risk list, and dropped list; as well as provided the At Large and new membership lists to Kristen and Shelley to upload for the March/April Inside Buzz.

Upcoming plans include to email at-large members and any member attending NEC via the at-large attendee list to encourage them to join the Michigan chapter.

As of March 31, 2024, Michigan has 161 members: 90 planners/67 suppliers/4 other. The planner/supplier ratio is at 57%. **WE HAVE MET OUR THE STRATEGIC FOCUS #1 BY INCREASING THE MISGMP MEMBERSHIP TO 150 MEMBERS.** **MiSGMP has increased 20 members.**

Dropped Members:

- Great Wolf Lodge, Tori Piersante
- Kellogg Center, Annie Krupp
- Mary Estrada
- Jan Hebekeuser, SOM Natural Resources
- Alyssa Lowe, MAISA
- Kim Moore, Ngage
- Amway Grand Plaza, Chris Schroeder

At Risk Members:

- Sheila Smith
- Pam Fitzgerald – not renewing

New Members:

- Vanessa Snelgrove-Gould, RedWater
- Katharine Hude, Dykema Gossett
- Jessica Wilson, Bay Pointe
- Stephanie Montgomery Holiday Inn Grand Rapids Airport

National Membership Committee Updates

- Overall SGMP membership is at 1,405, up from 1,364. An increase of 12.85%.
- The national membership committee met on 4/5. Met w/chapter presidents on 4/15.
- 4/23 JLM with core competency Education and Programming.
- Q4 2024 webinar will be targeted at supplier prospects and will cover “best practices for government shutdowns”.
- National will send marketing materials for chapters to recruit new supplier members.
- Q1 2025 webinar will focus on contract planners.
- Confirmed Meeting Planner 101 for 11/12/2024 JLM Focus Session.
- Digital badges will be available after NEC for Top Young Professionals, Emerging Leaders, Legacy, and SAM Gilmer Planner and Supplier of the Year.

[FY24-28 SGMP Strategic Plan](#)

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

The announcement was made at the 2024 AEC who was the elected to the 2024-2026 MiSGMP Board of Directors. These Directors will be inducted at the June 2024 Special Event. Stephanie Wohlfert will be inducted at the June 17 board retreat.

Strategic Focus #9 - Relationships with National: Maintain positive relationship with the National Board. Follow Policy C-20, Chapter Board Elections/Voting; C-24, Chapter Board Transition Schedule.

Registration

Long

Mandi VanOoteghem will be bringing the registration tote and name tags for the April education meeting.

Upcoming plan include determining where the old registration bag is so we can either (1) create the emergency registration bag to be kept in the storage unit or (2) use it as an actual emergency kit containing the items from Nick Stratton's presentation. We can keep it at the registration desk as our personal MiSGMP emergency kit. Laurie was given the old registration bag and will bring to the May meeting. Will use the old registration bag as an emergency kit.

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

Special Events

Nickson

Details for the June 5, 2024, Special Event are complete. The Committee requests an announcement be made at the April education meeting to promote the June special event. Committee also requests social media pushes continue. The special event is being promoted in the monthly meeting PPT.

The board agreed to keep the registration fee for the special event the same as regular monthly meeting registration. Stephanie will follow up on the speaker's overnight accommodations.

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

Scholarships

Draper/Wohlfert

No report.

National Update

Novak

- The 2024 NEC currently has around 250 registrations and is on track for 350.
- JLM agenda will be sent by end of week.
- Memberclicks vs. StarChapter meeting scheduled for Friday, 4/19.
- [Policy C-28](#) – Board Meetings; Attendance Reminder.
- [Policy C-24](#) – Chapter Board Transition Schedule

- [Policy C-31](https://drive.google.com/drive/folders/11nkPCigx0Bx65jvZO8Vdn1HD8A2lef0I) – Chapter Board Strategic Planning Meeting/Retreat.
<https://drive.google.com/drive/folders/11nkPCigx0Bx65jvZO8Vdn1HD8A2lef0I>
- Login and Update Profiles on New Website
- Member honoraria update from National Board: “We have reviewed the policy and the reason it was prohibited was that government employees cannot generally receive payment for presenting as it relates to their position. The policy already allows for contract lanners and suppliers to be paid more than the reimbursement items. It does not have a \$ cap. We could ap it like the NEC is, at \$200. We could include a statement of up to \$200 for government employees if not prohibited by their agency. Or, it could be the registration and room nights, but even this it would have to be if not prohibited by their agency. **The board agrees to update with the clause “if not prohibited by their agency”**. Tammy will follow-up with Christine Pribbernow.
- The MMR was shared. Michigan has completed all reports on time.

Strategic Focus #9 – Relationships with National: Maintain positive relationship with the National Board, Gilmer Institute of Learning Trustees, National staff, and other chapter leaders. Include National Chapter Liaison in board meetings and events when appropriate. Turn in all required items by due dates.

Announcements/Other

Novak

- The incoming board members will sign the Code of Ethics at the June 17, 2024, board retreat. Stephanie Reed will sign at the May meeting.
- May 14, 2024, Visit Muskegon will be hosting “Spring Fling with Visit Muskegon”. Registration details and contact information on listed on the website. The communications committee will add to other socials.

Meeting adjourned at 10:35 a.m.

Respectfully submitted,

Kristen Taylor, GMS, CTA, VEMM
Secretary
MiSGMP