

February 21, 2024

Choose Lansing Boardroom, 500 E. Michigan Avenue, Lansing, MI

The Michigan Chapter Board Meeting was called to order on February 21, 2024, by President Novak at 9:21 a.m. The SGMP Bill of Rights was read. The 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
Stephanie Wohlfert, Treasurer
Tara Draper, Director
Laurie Nickson, Immediate Past President (virtually)

Randi Talmage, Second Vice President
Terese McInnis, Director

Guests Present

Christine Pribbernow, MiSGMP National Board Liaison
Nick Stratton

Absent

Shelley Long, First Vice President
Cathy Mayhew, Director
Kristen Taylor, Secretary

Motions

1. Motions held in the meeting:

- a. 02/21/2024, a motion was made and seconded to approve the January 25, 2024, board meeting minutes. Motion carried.
- b. 02/21/2024, a motion was made and seconded to accept the February 2024 financials as presented. Motion carried.
- c. 02/21/2024, a motion was made and seconded to accept the February 21, 2024, member report as presented. Motion carried.
- d. 02/21/2024, a motion was made and seconded to approve the absence of First Vice President Shelley Long, Secretary Kristen Taylor, and Director Cathy Mayhew due to work obligations. Motion carried.
- e. 02/21/2024, a motion was made and seconded to accept one planner and one supplier from the Zenith Award nominations received. Motion carried.
- f. 2/21/2024, a motion was made and seconded to accept the recipient for the Rockstar Recruiter of the Year. Motion carried.
- g. 2/21/2024, a motion was made and seconded to accept all scholarship applications as received. Motion carried.

2. Reports:

Financial

Wohlfert

BANK BALANCES	PREVIOUS MONTH DATE	CURRENT MONTH DATE
Checking	\$57,198.68	\$66,918.85
Other	\$10,084.30	\$10,084.39

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

Additional sponsorships have been purchased. An updated Sponsorship Catalog was provided at today’s meeting and the website has been updated. Related to AEC, we have the following remaining: speaker sponsor, registration, breakfast, refreshment break, lunch, and dinner. The committee will follow-up with suppliers who have registered for AEC but have not yet purchased a sponsorship.

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

The committee met on February 20 to continue finalizing details for the upcoming Annual Education Conference, March 13-15, 2024, at Treetops Resort in Gaylord, MI. For future AEC RFPs, the committee stresses the importance of CVB involvement.

The 2025 AEC RFP received three submissions. The 2026 AEC RFP received one submission. The board will review the 2025 submissions and make a decision at the March board meeting. The 2026 RFP application will be opened back up with a submission deadline of March 30 with board review at the April board meeting.

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 COY outline and plans to submit the application by the March 22 deadline. Social media posts for monthly meeting, AEC, NEC, community service and reposting SGMP posts were completed. An email reminder for upcoming deadlines for AEC and NEC scholarships, apparel fundraiser, and zenith award were sent. Emailed CVB for RFP 2025 and 2026 AEC.

Need to review the “Join Our Mailing List” at the bottom of the website as the chapter no longer has a mailing list. Only members receive communications. The board voted to remove this item as there is a Contact Us form.

March 18-22 is the social media blitz in advance of the NEC room rate deadline; will use the NEC content provided in toolkit.

Next meeting is scheduled for 2/27.

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 board reviewed the list of suggested community service projects at the January board meeting and voted to focus on the following for the months of February, March, and April. We will create a QR code for a “donate now” option and place on the tables. **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. Terese . **The board will revisit the community service project for May at the March 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 FY23-24 Schedule of Events has been updated on the website. Shelley will work with Tammy to complete the Programming of the Year award application by the March 22 deadline.

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

The committee will continue to speak on the GMS at monthly meetings and present renewed or received GMS certificates as applicable. The GMS form in StarChapter is having issues again. Will have the Cathy Mayhew take a look to fix. The committee continues to recruit new committee members.

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 (EXECUTIVE SESSION)

Wohlfert

Encouraged Zenith Award nominations through email and social media with a submission deadline of 2/16/2024. The board reviewed the nominations received and made a motion to accepting one planner and one supplier to receive this award at AEC.

We will also incorporate two new awards at AEC 2024, voted on at the Jan. board meeting:

1. **Program of the Year** – This award recognizes an outstanding initiative that has demonstrated exceptional effectiveness and innovation, and one that excelled in achieving the overall goals and mission of the Society of Government Meeting Professionals – Michigan Chapter. Thank you for exemplifying excellence, leadership, and the ability to inspire others through your achievements and best practices
2. **Rockstar Recruiter** – This award recognizes an exceptional individual within the Society of Government Meeting Professionals – Michigan Chapter who exemplifies a remarkable talent in attracting, engaging, and recruiting members for the Society. This individual plays a pivotal role in achieving the chapter's strategic goals in membership growth and retention. MiSGMP celebrates your remarkable achievements and invaluable contributions to the chapter.

The board decided that more information was needed to award the Program of the Year and will revisit these requirements to present at the 2025 AEC.

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

Membership

Novak

Completed membership upload for month ending January 31, 2024. Reached out to members on the new member list, 60-day out renewal list, at risk list, and dropped list. Sent Shelley the At-Large monthly report for Inside Buzz distribution. Emailed At-Large members – had one At-Large member transfer their membership to Michigan.

Will continue to attend Satellite Chapter meetings to understand the process. Chicago has decided to satellite with the Northern Lights Chapter since MiSGMP decided not to pursue hosting satellite chapters at this time.

The committee will look at creating a “Guest Attendee List” to help better track the number of times someone attends a meeting as a guest. MiSGMP has [a registration policy](#) in place, “A guest may attend a maximum of two MiSGMP sponsored programs/events at the applicable guest rest. To attend additional MiSGMP sponsored programs/events, one must become a MiSGMP member.”

As of December 31, 2023, Michigan has 157 members: 87 planners/65 suppliers/5 other. The planner/supplier ratio is at 57%. **Membership is so much more than 157. WE HAVE MET OUR THE STRATEGIC FOCUS #1 BY INCREASING THE MISGMP MEMBERSHIP TO 150 MEMBERS. MiSGMP has increased 14 members.**

Dropped Members:

- AC/HH – believe there may have been an issue with the join date. Email into SGMP membership.
- Kellogg Hotel and Conference Center
- Great Wolf Lodge, Traverse city

At Risk Members:

- Mary Estrada – not renewing
- Jan Hebekeuser – not renewing
- Ayssa Lowe
- Kimberly Moore

New Members:

Karen Goudie, Calhoun County ISD	Tanisha Black, MI Department of Corrections	Jen Henkel, DeVos Place	Amy Parker, MI Economic Development Corporation	Hailey Redmond, Sheraton Grand Rapids Airport (Transfer)
Bob Dunn, Holiday Inn & Suites Mt. Pleasant (Transfer)	Sheila Perrault, MI Economic Development Corporation	Brandi Coates, MI Economic Development Corporation	Jane Troutman, MI State Police EMHSD	Brandy Gabrielson, OH Planner (Transfer from At Large Group)
Savannah Christansen, Experience Grand Rapids (Transfer)	Patrick Perry, Radisson Hotel Lansing at the Capitol (Transfer)	Sara Selamey, MI Department of Transportation	Katharine Hude, Dykema Gossett PLLC	Stacie Hackney, DoubleTree Battle Creek

National Membership Committee Updates

The committee met on 2/12. Overall SGMP membership is at 1,331, up from 1,303.

<p>01</p> <p>SGMP membership is at 1,331.</p>	<p>02</p> <p>Overall membership up 6.91%.</p>	<p>03</p> <p>SGMP membership goal = 1,400.</p>	<p>04</p> <p>Membership Capacity Building Initiatives</p>
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[FY24-28 SGMP Strategic Plan](#)

Strategic Focus #1 - Membership: Increase and maintain membership; actively work to engage members. Send monthly membership emails. Reach out to attendees; send handwritten Welcome notes to new members. Use templates consistently. Strive to meet the qualifications of the Membership awards.

Nominations and Elections

Nickson

Recruited nominees for 2024-2026 board. Submitted complete slate to SGMP on February 14, 2024. Slate: Nick Stratton, President; Cathy Mayhew, 1st Vice President; Stephanie Wohlfert, 2nd Vice President; Jodie Shaver, Secretary; Dorothy Dean-Mott, Treasurer; Tammy Lynn Palmer, Director-Supplier; Stephanie Reed, Director-Planner; and Randi Talmage, Director-Supplier.

Tara will announce the slate at today’s member meeting and remind membership of the timeline for voting – February 27, 2024 – March 4, 2024, at 5 p.m.

Strategic Focus #9 - Relationships with National: Maintain positive relationship with the National Board. Follow Policy C-20, Chapter Board Elections/Voting; C-23, Chapter Board Transition Schedule.

Registration

Long

The committee will be working with the AEC scholarship recipients for assistance at registration during the conference. We will be working on creating a themed name badge for the conference.

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

Scholarships (EXECUTIVE SESSION)

Draper/Wohlfert

The board reviewed the applications received for the 2024 AEC and 2024 NEC. After review, the board made recommendations and voted to award all applications as submitted. Applicants will be notified by February 24 regarding the status of their application. Committee will work with AEC Committee to ensure recipients help where needed at AEC.

Strategic Focus #2 - Volunteer Leadership: Encourage and expand volunteer and leadership roles. Provide chapter scholarships to AEC and NEC.

Special Events

Nickson

Current soliciting donations for the 2024 AEC silent auction. Will encourage members to donate. Once AEC is over the committee will continue to work on the details for the June 2024 Special Event.

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

National Update

Nova

- [Compare MemberClicks vs StarChapter 2024 | Capterra](#)
 - Totally separate website, with SGMP National Database = \$750-\$1,000 one-time fee
 - Site within SGMP website – Free (Northern Lights has chosen this option)
 - Credit card processing fees are 3.9% plus \$.15 per transaction
 - Training available for how to access both website for edits and the database for reports, forms, and communications.
- [Policy C-28](#) – Board Meetings; Attendance Reminder.
- [Policy C-31](#) – Transition Meeting; In addition to the required transition meeting, it is recommended that a Chapter Board hold an all-day strategy session or a one or two day retreat at the beginning of its term in office.
- **Login and Update Profiles on New Website**
- COY submission deadline 3/22/2024.
- POY submission deadline 3/22/2024.
- Planner and Supplier of the Year submission deadline 3/22/2024.
- JLM Break Sponsor – Shelley 2 minutes mic time on behalf of MiSGMP. Only 1 of 7 sponsorships available.
- Sept/Oct webinar targeted at supplier prospects and will cover “Best Practices for Government Shutdown”. Marketing materials provided by National.
- LMS launches at NEC.
- New CGMP launched at NEC.
- Micro-certifications launching Summer 2024.
- Policy C-15 – Honoraria to Members: The chapter will begin offering \$25 gas gift cards to comply with policy. “SGMP members are prohibited from receiving honoraria to speak at chapter meetings and/or chapter regional conferences. Members may, however, accept reimbursement of travel expenses if offered by the requesting chapter.” Because the policy is double standard, in that, National offers \$200 speaker honoraria to members who present at NEC, Christine Pribbernow will ask the National Board for clarification.
- The board reviewed the NEC projected board expenses and will finalize details at the March board meeting.

Strategic Focus #9 – Relationships with National: Maintain positive relationship with National Board, Gilmer Institute of Learning Trustees, National staff, and other chapter board leaders. Include National Chapter Liaison in board meetings and events when appropriate. Meet deadlines.

Announcements/Other

Novak

- The board will be updating their committee task and timelines at the March board meeting. We will have a working session to ensure consistency.
- The board reviewed the newest [promotional](#) apparel presented by Target Promotions. There is no minimum with this new vendor; however, there would be a new set up fee. The board agreed to continue with the current embroider and revisit a new vendor for future apparel fundraisers.
- The board reviewed the MiSGMP Task and Timeline Calendar and board members were asked to review and make any changes for review at the March board meeting.
- The May 14, 2024, Collaborative Partnership Agreement with Visit Muskegon was accepted. Tammy will reach out to Amber Mae Peterson to ensure this event is offered to all MiSGMP employees.

Meeting adjourned at 11:17 a.m.

Next board meeting scheduled for March 13, 2024, Treetops Resort, 3962 Wilkinson Road, Gaylord, MI, in the Signature Board Room, Noon to 3 p.m.

Respectfully submitted,
Tammy Novak, MiSGMP President on behalf of
Kristen Taylor, Secretary