

April 16, 2025  
Kalamazoo, MI

The Michigan Chapter Board Meeting was called to order on April 16, 2025, by President Stratton at 9:05 a.m. The SGMP Mission Statement was read. Roll call was taken, and a quorum of voting members was present.

### **Present**

Nick Stratton, President	Tammy Palmer, Director
Cathy Mayhew, First Vice President	Randi Talmage, Director
Stephanie Wohlfert, Second Vice President	Jodie Shaver, Secretary
Dorothy Mott, Treasurer (Virtual)	Tammy Novak, Immediate Past President
Stephanie Reed, Director	

### **Absent**

None

### **Guests**

Katy Golden, Christine Pribbernow

## **1. Motions:**

### **Motions held in the meeting:**

- a. April 16, 2025, a motion was made and seconded to approve the March 12, 2025 meeting minutes as presented. Motion carried.
- b. April 16, 2025, a motion was made and seconded to accept the March 2025 financials as presented. Motion carried.
- c. April 16, 2025, a motion was made and seconded to accept the April 2025 membership report. Motion carried.
- d. April 16, 2025, a motion was made and seconded for MiSGMP to implement the planner / supplier match program beginning July 1, 2025. Motion carried.
- e. April 16, 2025, a motion was made and seconded to approve charging the late fee of \$25 to the late registrants for the April 16, 2025 monthly membership meeting. Motion carried.
- f. April 16, 2025, a motion was made and seconded to approve MiSGMP to cover appetizers for the May social event, up to \$300. Motion carried.
- g. April 16, 2025, a motion was made and seconded to approve MiSGMP to purchase 8 ½ x 11 auction stands, up to \$80 and to send to L. Nickson, replacing her stands loaned to MiSGMP. Motion carried.

- h. April 21, 2025, a motion was made and seconded, via email, to counter the April 16, 2025 motion on funding for the food and beverage of the May social event and utilize the already budgeted food and beverage funding for this event. Motion carried.

**2. Reports:****Financial Report (D. Mott)**

<b>BANK BALANCES</b>	<b>PREVIOUS MONTH</b>	<b>CURRENT MONTH</b>
Checking	\$29,186.81	\$22,498.31
Other	\$50,087.23	\$50,087.65

**3. Committee Reports:****Advertising / Sponsorships (D. Mott)**

The committee welcomed V. Guide. They will be reaching out to members for sponsorship opportunities for the special event in June. They will also be reaching out to past sponsors to encourage continued support. On the new website, sponsorships cannot be booked online. Potential sponsors should reach out directly to D. Mott.

*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 (R. Talmage, S. Reed)**

The committee has signed the 2026 contracts and reviewed the evaluation results from the 2025 AEC.

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

**Communications (C. Mayhew)**

K. Spackman has stepped down and J. Gibson will be taking the place of T. Damchuk. The committee has discussed the Communications of the Year submission and the changes from last year's submission process. The committee will continue to post on MiSGMP's social media apps. MiSGMP no longer uses X and will work on closing that account. The committee will add pictures from the AEC, upcoming Izzo race, T. Novak and M.

Chiaravalli's election to the National Board of Directors, and awards to the social media apps.

*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 COY.*

### **Community Service (C. Mayhew)**

Nothing to report.

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

### **Education (T. Palmer, S. Wohlfert)**

March's 2025 AEC annual meeting had 33 planners and 33 suppliers, 1 other, 12 guests in attendance for a total of 79 attendees with multiple core competencies and speaker. Survey results have been provided to the board with the AEC report. Registration is open for the May networking event. All speakers have been confirmed for FY25/26 events. GMS core competencies, Facilities and Ethics were not applied to the education events, so a list of potential speakers has been created for use at the 2026 AEC. P. Potyraj will be driving September's speaker to the monthly meeting, so MiSGMP will waive his registration fee. The committee will work on sending speaker agreements to National. S. Wohlfert will add the events to the MSAE calendar.

*Strategic Focus #3 - Provide relevant and timely educational programs to attract and support members.*

### **GMS (J. Shaver)**

The committee reviewed the new website and the GMS Certificate program. They discussed that the GMS is recommended as a pathway to CGMP and that payment will be collected when participant enrolls. They corrected the email to be directed to D. Kopkau with the help of T. Novak. They also changed the GMS certificate from what was designed with SGMP and MiSGMP which the first one was given out with A. Mazuca at the AEC. The committee is unable to send any communications out from the new website.

*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 (T. Novak, J. Shaver)**

The awards were presented at AEC. The committee will regroup and work on other ways to recognize the amazing members of MiSGMP.

*Strategic Focus #8 - Building on Strengths: To ensure the chapter has the information and materials needed to promote and support the chapter mission. Create rosters to track the longevity of supplier members.*

### **Membership (T. Novak)**

The BOD discussed the supplier / planner ratio program and made a motion to implement in July 2025. The committee completed the membership upload for month ending March 2025. L. Elkin reached out to members on the New Member tab, the 60-Day Out tab, At Risk tab, and Dropped tab. As of March 31, 2025, Michigan has 160 members: 77 planners / 78 suppliers / 5 other. The planner / supplier ratio is at 50%. K. Taylor is mailing postcards.

### **New Transferred Members**

- No transferred members this month.

### **New Members:**

- Annie Fairbanks, Supplier, Canopy by Hilton Grand Rapids Downtown
- Courtney Prins, Supplier, Lansing Lugnuts / Diamond Baseball Holdings
- Danielle Simpson, Supplier, DoubleTree Lansing
- Christine Welsh, Supplier, Fort Pontchartrain a Wyndham Hotel

### **NATIONAL MEMBERSHIP COMMITTEE UPDATES**

- National membership committee held Friday, April 4, 2025.
  - Discussion held to incorporate national awards (TYP, EL, Legacy) into Global Meetings Industry Day.
- Top Young Professionals Announced – three (3) Michigan members: Nick Stratton, Sami Chau, Stephanie Reed
- Emerging Leaders Announced – four (4) Michigan members: Mandi VanOoteghem, Alan Kleinfeld, Laura Elkin, and Sherida Aikins.
- Legacy Awards Winners Announce – no one from Michigan received this award.
- NEC registrations are on course to have same number attendees or higher. As of April 4<sup>th</sup>, registration is at 255. Received six (6) cancellations but continue on track and will not lose funding on the 2025 NEC.
- Next national membership committee meeting with Presidents is scheduled for April 14<sup>th</sup> at 1p.m.
- Upcoming Virtual CGMP is July 23-25, 2025. Next Live class is at NEC May 3-6, 2025.

- April 29<sup>th</sup> is next JLM: Chapter Board Transitions (how to prepare for the board retreat and transition meeting).
- Strategic Membership Plan and Membership Retention are attached below.



SGMP Membership  
Strategic Plan.docx



Membership  
Retention Improvement Plan.docx

*Strategic Focus #1 - Membership: 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 (T. Novak, R. Talmage, S. Wohlfert)**

There is nothing for the committee to work on currently. Elections for the chapter begin in November 2025 for the FY26-28 term. Beginning in June, the current board will give a five (5) minute presentation on their board position, leading up to nominations.

*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 (D. Mott)**

The committee has been working on streamlining the check-in and payment process for meetings. Going forward, the committee will no longer need to check people in through Star Chapter at meetings. The committee will not be accepting credit card payments at registration due to a limited number of people with login permissions under the new system. The committee welcomed two (2) new committee members, Jessica Wilk and Viviana Vida.

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

### **Scholarships (D. Mott)**

Everyone who applied for a scholarship has been contacted. The winners have registered, made overnight reservations, and booked their flights for NEC. D. Mott will be mailing reimbursement checks.

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

## **Special Events (N. Stratton)**

The committee has selected a speaker for the event and are working on developing the games.

*Strategic Focus #3 - Provide relevant and timely educational programs to attract and support members.*

## **4. National Update:**

C. Pribbernow listed to the new website concerns. The NEC Know Before You Go was sent out and is a pre-recorded message. Our new liaison will be M. Chiaravalli.

## **5. Discussion Items:**

- I. There have been quite a few hiccups with the new website, including registration for the April event. The cost increase was never applied after early-bird registration closed. A motion was made to charge late registrants the late fee. Notes of website issues were taken from each committee.
- II. The BOD discussed difficulties accessing the new emails and decided the committees email will go to one (1) member only, who will then forward it to the appropriate committee.
- III. The May BOD virtual meeting will be May 19, 2025 at 11 a.m.
- IV. N. Stratton will create a text group for all MiSGMP members that will be attending NEC.

## **6. President's Notes:**

- I. Dinner at NEC will be Monday, May 5<sup>th</sup> at 6 p.m.

## **7. Next Meeting:** May 19, 2025 v. virtually 11:00 a.m.

Meeting adjourned at 10:54 a.m.

Respectfully submitted,

Jodie Shaver, MPA, GMS  
Secretary, **MiSGMP**