

December 11, 2024
Lansing, MI

The Michigan Chapter Board Meeting was called to order on December 11, 2024, by First Vice President Mayhew at 9:08 am. The SGMP Bill of Rights and Mission Statement were included in the agenda. Roll call was taken, and a quorum of voting members was present.

Present

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

Absent

Nick Stratton, President

Guests

No guests were present

1. Motions:

Motions held in the meeting:

- a. December 11, 2024, a motion was made and seconded to approve the November 20, 2024 board meeting minutes as presented. Motion carried.
- b. December 11, 2024, a motion was made and seconded to accept the November 2024 financials. Motion carried.
- c. December 11, 2024, a motion was made and seconded to accept the December 2024 membership report. Motion carried.
- d. December 11, 2024, a motion was made and seconded to not excuse N. Stratton’s absence. Motion carried.

2. Reports:

Financial Report (D. Mott)

BANK BALANCES	PREVIOUS MONTH DATE	CURRENT MONTH DATE
Checking	\$20,090.65	\$19,820.53
Other	\$50,085.61	\$50,086.00

3. Committee Reports:

Advertising / Sponsorships (D. Mott, S. Wohlfert)

Nothing to report.

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 met on November 13, 2024 and December 9, 2024. Two (2) sessions have been solidified. Zonya accepted our proposal of \$3000 to be the keynote and the contract has been submitted for signature and deposit. A call for presenters was sent out and we didn't receive many responses yet. Core competencies are being tracked. The committee hopes to have an email out to members by December 17, 2024. Logos were reviewed and discussed for the Fire and Ice theme. The DJ and photo booth have been secured, along with Wednesday evening location. The committee meets again on January 8, 2025.

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)

Next Newsletter will be out in mid-December for the November/December Newsletter. C. Mayhew is writing the President's Pen for N. Stratton who will be gone on vacation. For newsletter, T. Damchuk will send a graphic and D. Kopkau will do a write-up for GMS recipients. The committee continues to promote the mittens charity for December's member meeting. They are looking for a holiday graphic to post on socials and will continue to share national posts.

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)

December's organization is Mittens for Detroit and L. Nickson will help with pick up and delivery. Will be researching and selecting organizations for the 2025 MiSGMP monthly membership meetings.

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

Education (T. Palmer, S. Wohlfert)

For December's meeting final plans were made with Copper Moon. Graze Craze is catering our board breakfast, Professional Party Planner is catering our lunch. Based on Copper Moon's layout, the board meeting will be moved to Choose Lansing's office so that the caterer has more time to set up the lunch. The committee was pleased we did get a microphone for meetings in case the future venues do not have one. The committee had a call with Dr. Paula Ruffin, NSA's (National Speakers Assn) new Director of Strategic Partnerships, to gain more insight about how their organization can help us find affordable and dynamic speakers. They will work with her more at the beginning of 2025 to start securing our speakers for FY25/26.

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

GMS (J. Shaver)

The December 6, 2024 meeting was cancelled. The committee reviewed the new newly revised GMS page on the National website and submitted changes/thoughts. All committee members will send out their emails by December 5, 2024.

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)

The committee created and implemented The Laurie Nickson Cornerstone Award. They ordered a crystal award from Mahoney and Associates, Inc. The Laurie Nickson Cornerstone Award will be presented annually to an individual whose extraordinary contributions, unwavering dedication, and exceptional efforts have laid a foundation of excellence within the Society of Government Meeting Professionals – Michigan Chapter. This award is named in honor of Laurie Nickson, whose personal and professional devotion to MiSGMP's mission, goals, and chapter operations, has set an enduring example. This award celebrates those who, like Laurie, inspire others through selflessness, leadership, and a commitment to meaningful progress. Recipients of The Laurie Nickson Cornerstone Award are the bedrock of our organization, pillars of support, visionaries of progress, and champions of lasting change. They exemplify the values and spirit that ensure our organization continues to thrive and make a profound impact for generations to come. The committee asks that C. Mayhew add the Zenith Award details to the December and February PowerPoint presentation and provide a reminder each month on what the award

is, how to submit a nomination, and the opening/closing dates. The MiSGMP board reviewed the qualifying members for National's Emerging Leaders, Top Young Professional, and Legacy awards. Nominations were assigned and are due December 19, 2024.

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 committee completed the membership upload for month ending November 2024. L. Elkin reached out to members on the New Member tab, will reach out to members on the 60-Day Out tab, At Risk tab, 60-days out tab, At Risk tab, and Dropped tab. As of November 30, 2024, Michigan has 166 members: 85 planners/77 suppliers/4 other. The planner/supplier ratio is at 52%. They have ordered note cards and envelopes. WE HAVE MET THE STRATEGIC FOCUS #1 BY INCREASING THE MISGMP MEMBERSHIP TO 150 MEMBERS.MEMBERS.

New Members:

- Jane Johnson, Supplier, Bavarian Inn Lodge and Conference Center (transfer in for Tiffany Strider)

NATIONAL MEMBERSHIP COMMITTEE UPDATES

- National Membership Committee Meeting 12/6/2024. Meeting w/chapter Presidents scheduled for 12/9/2024.
 - Total members = 1,466. Goal is 1,500 members or higher by NEC 2025.
- NEC room reservation link and registration opened 11/12/2024.
- Upcoming Virtual CGMP is January 29-31, 2025, and July 23-24, 2025. Live CGMP is
- National Nominations & Elections call for nominations closed on 12/9/2024.



SGMP Membership
Strategic Plan.docx



Membership
Retention Improve

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)

There is nothing for this committee to work on as elections for the chapter begin in November 2025 for the FY26-28 term. The committee will continue to share upcoming dates for National Elections.

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)

December's meeting registration crew has been scheduled. Our color will be red and green.

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

Scholarships (D. Mott)

The committee is currently working on updating and creating forms for both AEC and NEC. Once the forms are complete, they will be sent to C. Mayhew to upload them to the AEC website. For NEC, the forms will need to go through the approval process before finalization. Our first meeting is scheduled for December 10th.

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

Special Events (N. Stratton)

Nothing to report.

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

4. Discussion Items:

- I. Discussion AEC student sponsorships. D. Mott to create a form for sponsorship (planners and suppliers) to have students attend AEC. Discussion on activity for students to do while attending AEC. The MiSGMP board agreed on up to eight (8) student sponsorships at \$100 each. C. Mayhew to a question to registration regarding this.
- II. Discussion on membership digital badges. The MiSGMP board voted unanimously for both badges to be used, depending on purpose and preference.

- III. Discussion regarding the purchase of a travel case for travel sound system/ microphone. This will be tabled until January, after opening the sound system and seeing what is needed specifically.
- IV. Discussion on the agenda for the December member meeting.

5. Next Meeting: January 15, 2025 @ 9:00am at Choose Lansing.

Meeting adjourned at 10:27am.

Respectfully submitted,
Jodie Shaver, MPA, GMS
Secretary, MiSGMP