

February 19, 2025
Lansing, MI

The Michigan Chapter Board Meeting was called to order on February 19, 2025, by President Stratton at 9:10am. 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	Tammy Novak, Immediate Past President
Stephanie Reed, Director	

Absent

None

Guests

Christine Pribbernow

1. Motions:

Motions held in the meeting:

- a. January 30, 2025, an email motion was made and seconded to approve the distribution of the RFP for monthly meeting locations for the FY25/26 education sessions. Motion carried.
- b. February 19, 2025, a motion was made and seconded to approve the January 15, 2025 meeting minutes, with suggested changes. Motion carried.
- c. February 19, 2025, a motion was made and seconded to accept the January 2025 financials as presented. Motion carried.
- d. February 19, 2025, a motion was made and seconded to accept the February 2025 membership report. Motion carried.
- e. February 19, 2025, a motion was made and seconded to approve the recommended locations for MiSGMP FY25/26 events. Motion carried.
- f. February 19, 2025, a motion was made and seconded to approve three (3) full time NEC scholarships. Motion carried.

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

BANK BALANCES	PREVIOUS MONTH	CURRENT MONTH
Checking	\$19,404.71	\$24,680.72
Other	\$50,086.43	\$50,086.65

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

The committee reached out to potential sponsors. There are a few AEC sponsorships still available. They will begin reaching out to sponsors for the Special Event once the date and location are announced.

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 begun building the app for AEC. An email went out to members on February 5th. Speaker fees are under budget and the committee is working on finding one more presenter. There are 68 members registered for the AEC as of today. All thirteen (13) vendor tables have been sold. 50/50 raffle application was approved. The room block has closed, but the property will continue to honor the rate until sold out.

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)

The committee has been promoting the February meeting and AEC. They will continue to promote the silent auction for AEC. A review of the Communications of the Year award submission was done. The microsite is 99% ready. Discussion on whether MiSGMP has an active X account. This will be tabled until June BOD retreat.

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)

The committee continues to compile a spreadsheet of all charities we've assisted over the past 2-3 years. Starting in June will move to choosing charities for a quarter, rather than changing monthly. March's charity is Isabella Community Soup Kitchen.

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

Education (T. Palmer, S. Wohlfert)

The committee solidified all the details for the February meeting and continues to meet with potential presenters for FY25/26 education sessions. The BOD reviewed the property proposals for FY25/26, and a motion was made, seconded, and carried to approve the suggested locations. Locations will be as follows:

- August 20, 2025 –DoubleTree by Hilton Battle Creek
- September 17, 2025 – Delta Hotel by Marriott Kalamazoo
- October 15, 2025 – DoubleTree Lansing
- November 19, 2025 – Kellogg Hotel and Conference Center
- December 17, 2005 – AC by Marriott University Area Lansing
- February 18, 2026 – Hyatt Place Lansing
- April 15, 2026 –DoubleTree Bay City
- May 20, 2026 –Courtyard Downtown Lansing

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

GMS (J. Shaver)

The committee continues to send out email reminders prior to the closing of each month's education session registration. This month, emails will be sent before February 7th. The committee will hold off on updating the GMS core competency tracking sheet and requirement for now. The committee will also send a plug for GMS and the AEC for this month's Buzz.

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)

Nominations for the Zenith awards were due February 17th. There were two (2) nominations for supplier and six (6) nominations for planner. A review of nominations was done by the BOD and winners were selected.

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 January 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 December 31, 2024, Michigan has 161 members: 82 planners / 74 suppliers / 5 other. The planner / supplier ratio is at 53%. K. Taylor is bringing note cards to monthly meeting for committee members to sign.

New Members:

- Julie Oatman, Supplier, Crystal Mountain
- Malarie Young, Supplier, Frankenmuth Chamber of Commerce and CVB

Unofficial New Members:

- Jessica Wilk, Supplier, AC Hotel Lansing University Area

NATIONAL MEMBERSHIP COMMITTEE UPDATES

- National Membership Committee Meeting 2/7/2028. Meeting w/chapter Presidents was 2/10/2025.
 - Total members = 1,500. Met Goal of 1,500 members by NEC.
- Upcoming Virtual CGMP is January 29-31, 2025.
- February 20 is the SGMP Webinar: Etiquette and Protocol when working with international speakers.
- Strategic Membership Plan and Membership Retention are attached below.



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)

N. Novak was voted onto the National SGMP board and will be resigning her position as Immediate Past President with MiSGMP. The BOD discussed whether to fill her position. A vote will be taken at June BOD retreat. A new BOD liaison for this committee will have to be chosen.

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 confirmed registration times for AEC and scheduled committee members to work the table.

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

Scholarships (D. Mott)

The committee received one (1) member scholarship application for AEC, one (1) student scholarship application for AEC, and four (4) member NEC scholarship applications. The BOD approved both AEC applications and three (3) member NEC scholarships. The committee will send notifications on scholarships and assist with travel arrangements.

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

Special Events (N. Stratton)

The committee has received the contract and attached it to the meeting packet. The BOD approved the contract. The committee will work on sending a save the date out to the membership and begin brainstorming game ideas and speaker.

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

4. National Update:

- I. Discussed SGMP Cares
- II. There are currently 140 registered for NEC
- III. They are working on transitioning the new incoming BOD

5. Discussion Items:

- I. Discussion on the May social event. Looking to hold at One North East Lansing.
- II. Discussion on 2025 NEC and BOD travel. MiSGMP dinner will be on Monday night.
- III. Discussion on scholarships for AEC and NEC. See Scholarships.
- IV. Reminder to BOD to review committee task/timeline.
- V. Discussion on the June/July BOD retreat. Location may need to change.
- VI. The Presenter Expense Form was revised and included in the BOD packet. Please let N. Stratton know if you have any edits.

6. President's Notes:

- I. Christine has informed me that the National Attendance Policy is being discussed and potentially updated.
- II. Met with K. Corcoran (Destination MI) and J. Berkemeier (MPI President) for a collaboration call. We will begin discussing a yearly collaboration meeting. Looking at having a Meeting Industry Day and also promoting each other's special events.

7. Next Meeting: March 12, 2025 @ 12:00pm at the Courtyard Mt. Pleasant- AEC.

Meeting adjourned at 11:02am.

Respectfully submitted,

Jodie Shaver, MPA, GMS
Secretary, MiSGMP