

March 12, 2025

Mt. Pleasant, MI

The Michigan Chapter Board Meeting was called to order on March 12, 2025, by President Stratton at 11:38am. The SGMP Mission Statement was read. Roll call was taken, and a quorum of voting members was present.

### **Present**

Nick Stratton, President

Cathy Mayhew, First Vice President

Stephanie Wohlfert, Second Vice President

Dorothy Mott, Treasurer

Stephanie Reed, Director

Tammy Palmer, Director

Randi Talmage, Director

Jodie Shaver, Secretary

Tammy Novak, Immediate Past President

### **Absent**

None

### **Guests**

Faith Schanck

## **1. Motions:**

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

- a. March 12, 2025, a motion was made and seconded to approve the February 19, 2025 meeting minutes, with suggested changes. Motion carried.
- b. March 12, 2025, a motion was made and seconded to accept the February 2025 financials as presented. Motion carried.
- c. March 12, 2025, a motion was made and seconded to accept the March 2025 membership report. Motion carried.
- d. March 12, 2025, a motion was made and seconded to approve paying additional \$187.50 insurance premium for the Special Event in June. Motion carried.

## **2. Reports:**

### **Financial Report (D. Mott)**

<b>BANK BALANCES</b>	<b>PREVIOUS MONTH</b>	<b>CURRENT MONTH</b>
Checking	\$24,680.72	\$29,186.81
Other	\$50,086.65	\$50,087.23

### 3. Committee Reports:

#### **Advertising / Sponsorships (D. Mott)**

The committee will begin working on the special event sponsorships following AEC.

*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 the revised contract with the Sheraton Grand Rapids Airport Hotel for the 2026 AEC. They will begin reviewing the RFP for 2027 and 2028. The committee will review the evaluations following the 2025 AEC and begin planning the 2026 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)**

The committee has been promoting the AEC and have reviewed the Communications of the Year submission, which is due March 21, 2025. K. Spackman has notified the committee she would like to step down.

*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)**

The committee continues to work on the April meeting in Kalamazoo. The board discussed requests from the speaker, which will not be covered. There will be a tour offered for downtown, and the board discussed having this add-on for registration. The speakers for August 2025 – November 2025 are finalized. Notifications for 2025/2026 monthly meeting properties have been completed by N. Stratton. D. Mott has joined the Education

Committee. The board reviewed the evaluation results for the February membership meeting.

*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 March 6<sup>th</sup>. The committee will hold off on updating the GMS core competency tracking sheet and requirement for now.

*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)**

T. Novak will present the Zenith awards at AEC. There is no rockstar recruiter award to be given this year. The following supplier longevity awards will be presented at AEC:

- 5 Years – Explore Brighton Howell Area
- 5 Years – Ralph A. MacMillan Conference Center
- 5 Years – Target Promotions
- 10 Years – Soaring Eagle Casino Resort
- 15 Years – Radisson Plaza Hotel & Suites Kalamazoo
- 30 Years – Choose Lansing
- 30 Years – Visit Detroit

J. Shaver will be the new board liaison following T. Novak's resignation due to her election to the National SGMP BOD.

*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 February 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 February 28, 2025, Michigan has 160 members: 80 planners / 75 suppliers / 5 other. The planner / supplier ratio is at 52%. K. Taylor is bringing note cards to monthly meeting for committee members to sign.

## **New Transferred Members**

- Jessica Wilk, Supplier, Choose Lansing (transfer in for Draylon Young)
- Angela Trainor, Supplier, Canopy by Hilton Grand Rapids Downtown (transfer for AJ Prins)

## **New Members:**

- Mya Gregory, Supplier, Discover Holland / Travel Marquette
- Tammy Palmer, Supplier, Park Place Hotel and Conference Center

## **NATIONAL MEMBERSHIP COMMITTEE UPDATES**

- Next national membership committee meeting is scheduled for March 7, 2025 at 11 a.m.
- Upcoming Virtual CGMP is July 23-25, 2025. Next Live class is at NEC May 3-6, 2025.
- March 13, 2025 is the SGMP Webinar: From Distracted to Productive: Finding Your Productivity and Focus in a Hyper-Interrupted, e-Distracted World, Randy Dean.
- Strategic Membership Plan and Membership Retention are attached below.



SGMP Membership  
Strategic Plan.docx



Membership  
Retention Improvement.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)**

There is nothing for the committee to work on currently. Elections for the chapter begin in November 2025 for the FY26-28 term. S. Wohlfert and R. Talmage will be co-board liaisons.

*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)**

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 been brainstorming ideas for the Amazing Race set-up for the special event. The board discussed adding a community service component to the event. Additional insurance is required for this event. A motion was made and seconded to approve paying \$187.50 for additional insurance. A presenter is still needed for the special event. The board would like to have a team building presentation.

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

**4. National Update:**

There was no update from National SGMP this month.

**5. Discussion Items:**

- I. N. Stratton and C. Mayhew have been working on the new website for the past few months. The website is done and will go live following the MiSGMP State of the Chapter.
- II. The board reviewed SGMP CARES.
- III. Discussion on NEC awards. MiSGMP will be all set once the Communications of the Year submission is turned in.
- IV. C. Mayhew will make reservations for dinner on May 5, 2025 in St. Louis for all MiSGMP attendees.

**6. President's Notes:**

- I. Continue to review Committee Task / Timeline.
- II. The 2025-2026 monthly meeting contracts are being reviewed.
- III. The Board Retreat will be June 26-27, 2025 at Park Place Hotel in Traverse City. The retreat will start at 11 a.m. on June 26<sup>th</sup> and end by 2:30 p.m. on June 27<sup>th</sup>. Dress code will be comfortable, but dinner will be at a dressier restaurant so plan accordingly.

**7. Next Meeting:** April 19, 2025 @ 9:00 a.m. at the Radisson Plaza Hotel, Kalamazoo.

Meeting adjourned at 1:05 p.m.

Respectfully submitted,

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