

May 19, 2025
Virtual Meeting

The Michigan Chapter Board Meeting was called to order on May 19, 2025, by President Stratton at 11:05 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	Tammy Novak, Immediate Past President
Stephanie Reed, Director	

Absent

None

Guests

None

1. Motions:**Motions held in the meeting:**

- a. May 19, 2025, a motion was made and seconded to approve the April 16, 2025 meeting minutes with suggested changes. Motion carried.
- b. May 19, 2025, a motion was made and seconded to accept the April 2025 financials as presented. Motion carried.
- c. May 19, 2025, a motion was made and seconded to accept the May 2025 membership report. Motion carried.

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

BANK BALANCES	PREVIOUS MONTH	CURRENT MONTH
Checking	\$22,498.31	\$27,678.16
Other	\$50,087.65	\$50,088.06

3. Committee Reports:

Advertising / Sponsorships (D. Mott)

The committee has been reaching out to members regarding scholarship opportunities for the special event. D. Mott has created a spreadsheet for all the suppliers and assigned outreach responsibilities. They have built an email campaign to build excitement around the special event. With the launch of the new website, sponsorships can no longer be booked online. If anyone is interested in securing a sponsorship, please have them contact D. Mott directly.

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 will be reviewing the RFP for 2027 and 2028. Planning for the next AEC will begin in September 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)

The committee has been posting on social media platforms regarding NEC, including receiving the commendation award in the Communications of the Year category. Additional photos from NEC will be shared. They will be promoting May's social mixer at One North.

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 is working on creating a spreadsheet of all the charities MiSGMP has assisted over the past 2-3 years.

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

Education (T. Palmer, S. Wohlfert)

April's monthly meeting had thirteen (13) planners, twenty-four (24) suppliers, and three (3) guests in attendance for a total of forty (40) attendees. Our speaker was Kelly Duggan with Image Consulting, and she spoke on "Meeting Table Manners and Essential 'Do's and Don'ts' of Lunchtime Etiquette", with two (2) core competencies, Protocol and Facilities and Services, for a total of two (2) credit hours. Registration is open for the May networking event.

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

GMS (J. Shaver)

The GMS committee is still unable to send out emails to membership regarding GMS. A request to work with National to get this resolved. Additionally, the GMS digital badge is still not linked to certificates.

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 committee has begun discussing the possibility of creating five (5) additional awards for members including Host of the Year, Education Advocate Award, Collaboration Champion Award, Distinguished Service Award, and Mentor of the Year Award. The MiSGMP BOD will discuss further at the BOD retreat in June.

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 April 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 April 30, 2025, Michigan has 162 members: 78 planners / 79 suppliers / 5 other. The planner / supplier ratio is at 50%. K. Taylor is mailing postcards. Beginning July 1, 2025, MiSGMP will reinstate the Planner-Supplier Match Program. Suppliers will be required to join with a planner match. If they do not have one, they can reach out to either S. Wohlfert or T. Novak to see if we had a recent planner who joined.

New Transferred Members

- Katie Leonard transferred in for Tammy Palmer, Grand Traverse Resort.

New Members:

- Allison Buhs, Planner, Municipal Employees' Retirement System of Michigan
- Norma Jimenez, Planner, MiLEAP
- Melisa Lincoln, Planner, Michigan Rural Water Association
- Emily Samuelson, Supplier, Ann Arbor Marriott, Ypsilanti

NATIONAL MEMBERSHIP COMMITTEE UPDATES

- National membership committee held Monday, May 12, 2025.
- SGMP has 1,502 members: 874 Planners, 524 Suppliers, 104 Other member categories. Chapters held steady or seen growth.
- NEC had 307 attendees with every chapter being represented.
- National launched micro credentials and is asking that chapters utilize the media kit to make announcements. The logos may be revised but ensure you save in your own Canva first otherwise, any changes made will change for chapters.



SGMP Announces MCD Marketing and
Launch of Government Media Kit Technology

- July 1, 2025, the national membership committee will be kicking off a national membership campaign and will be bridging the gap between SGMP and NDTA.
- The upcoming Virtual CGMP is July 23-25, 2025.
- **July 29, 2025**, next Joint Leadership Focus Session. This will be an **all-day** event but will be broken into two sections; 9am-Noon will focus on board positions and 1pm-4pm will focus on committees. Please mark your calendars now.
- **August 26, 2025**, following Joint Leadership Focus Session on the GMS, CGMP, Micro Credentials, Chapter Sessions, National Webinars, Core Competencies, EIC, and Second Chapter Memberships. This session will be from 2pm-3pm, so mark your calendars now.
- 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, 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. The schedule of presentations will be, June – Supplier/Planner Director, August – Secretary, September – Treasurer, October – 2nd VP, November – 1st VP, December -President.

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)

Due to changes with the new website, the committee can no longer process credit card payments at check-in. Only D. Mott can take payments. Registration assignments have been made for the May social event. T. Damchuk is no longer on the committee. The committee will begin planning registration for the June Special Event.

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

Scholarships (D. Mott)

The scholarship winners all attended the NEC in St. Louis. Each recipient will need to submit a summary of their experience as part of a post-conference survey within thirty (30) days.

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. The Lansing Lugnuts is working on offering extra items for the scavenger hunt. The special event will run from 9:30am-3pm, with no MiSGMP BOD meeting. BOD was asked if they would like to volunteer to work, rather than participate in the game.

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

4. National Update:

No National Update given at this meeting.

5. Discussion Items:

- I. Discussion on needs for new website and getting administrative roles set up for BOD members. BOD members were asked to send a list of issues from committees to N. Stratton.

- II. The BOD discussed NEC and the strong unity of MiSGMP.
- III. Discussion on May's social event and June's special event.
- IV. BOD retreat is in June.

6. President's Notes:

- I. A review of the June BOD retreat schedule.

7. Next Meeting: June 26-27, 2025 at the BOD Retreat.

Meeting adjourned at 12:01pm.

Respectfully submitted,

Jodie Shaver, MPA, GMS

Secretary, MiSGMP