

May 15, 2024

Delta Hotel by Marriott | 939 Third Street | Muskegon, MI 49440

The Michigan Chapter Board Meeting was called to order on May 15, 2024, by President Novak at 9:04 a.m. The SGMP Bill of Rights was read and the Code of Ethics link was shared. Roll call was taken, and a quorum of voting members was present.

**Present**

Tammy Novak, President	Shelley Long, First Vice President
Randi Talmage, Second Vice President	Kristen Taylor, Secretary (virtual) Stephanie
Wohlfert, Treasurer	Tara Draper, Director
Cathy Mayhew, Director	Terese McInnis, Director
Laurie Nickson, Immediate Past President (virtual)	

**Guests**

Nick Stratton, Incoming President (virtual)	Dorothy Dean, Incoming Treasurer
Jodie Shaver, Incoming Secretary	Tammy Palmer, Incoming Supplier Director
Stephanie Reed, Incoming Planner Director	
Christine Pribbernow, National Board Chapter Liaison (virtual)	

**Motions**

1. **Motions held in the meeting:**
  - a. May 15, 2024, a motion was made and seconded to approve the April 17, 2024, board meeting minutes with corrections. Motion carried.
  - b. May 15, 2024, a motion was made and seconded to accept the April 2024 financials with corrections. Motion carried.
  - c. May 15, 2024, a motion was made and seconded to accept the May 2024 membership report. Motion carried.
  
2. **Reports:**

**Financial**

**Wohlfert**

BANK BALANCES	PREVIOUS MONTH DATE	CURRENT MONTH DATE
Checking	\$69,481.97	\$58,879.73
Other	\$10,084.55	\$10,084.64

Tammy, Nick, Stephanie, and Dorothy will hold a budget meeting to review the FY24-25 budget.

Discussion held on the transition of the MiSGMP post office box as well as with Chase Bank. Will plan to make the transition at the board retreat on June 17, 2024.

Stephanie is working with National Treasurer, Mark Richardson, to have the Annual Education Conference its own line item.

Treasurer reports are now electronic. The policy used to be to print all items and send to National. This is no longer required.

*Strategic Focus #6 - Financial Stability:* Ensure resources, costs, and budget align with MiSGMP mission and goals. Track all financials as income is received and expenses occur.

### **Advertising/Sponsorship**

**Draper/Wohlfert**

The June Special Event brought in (1) Gold Sponsor, (3) Silver Sponsors, (1) Bronze Sponsor, as well as the Breakfast and Lunch sponsors. Stephanie will create the sponsorship signage and make pick up arrangements as she is unable to attend the June meeting.

*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**

**Talmage**

Some committee members toured the Sheraton Grand Rapids & DoubleTree Grand Rapids Airport. The board reviewed the 2026 AEC RFPs submitted again and decided additional details from the Sheraton GR were needed. The board will review again in June.

The board will be reviewing the 2024 AEC survey results to see if there are any concerning topics.

*Strategic Focus #3: Education, Resources, and Networking:* Provide education programs and speakers which attract attendees and grow AEC attendance to 75.

### **Communications**

**Mayhew**

Committee has:

- Sent the Know Before You Go email to registrants of the May membership meeting.
- Sent email reminders to encourage AEC attendees to complete the speaker presentation & session surveys.
- Updated website with June Special Event description and opened registration.
- Updated website with banner ad for Blue Water CVB.
- Created email and distributed 2024-25 Monthly Meeting RFP.
- Updated the website for the emergent community service project and sent info to registrants.

At the 2024 AEC, the chapter received:

- Chapter Operations – Excellence award

- Communication of the Year - Commendation award
- Communications of the Year - First Place e-Newsletter award
- Programming of the Year – modified to First Place

The committee will be promoting the May special event via socials and will send out the May monthly meeting survey.

*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. Strive to meet the qualifications of the Communion of the Year Award.

### **Community Service**

**McInnis/Mayhew**

MiSGMP collected items at the April education meeting for The Haven House in East Lansing and Terese McInnis dropped off the donated items.

The May Community Service project has pivoted to an emergency donation drive for the families affected by the tornado in the Portage/Kalamazoo area. KRESA will be taking the donated items and distributing them throughout the community. The updated charity effort was communicated through email and posts on social media.

At the June Special Event we will be constructing benches, flower beds, and duck wheelchairs for the Howell Nature Center's Wildlife Rehabilitation Program.

Once education meeting locations are determined for the coming year, we can look at community service options available in each area.

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

### **Education**

**Long/McInnis**

The Committee met on Monday, April 29 at 11:00 a.m., to discuss the 2024-2025 RFP for meeting locations and education sessions. The RFP was fine-tuned and sent to suppliers and CVB members. They are due on June 7 so the Board can review them on June 17.

The Chapter received the Programming of the Year – Merit award at the 2024 NEC. Because we did so much more for FY23-24 than we did for FY22-23, Tammy has sent an email to Katie and Alan at SGMP, asking them to review the scoring rubrics, as last year the chapter received Excellence.

The board asked Christine Pribbernow to follow up with the National board re: For NEC, members get one continuing education credit for each session attended over the course of 2.5-days; however, for AEC, members only get one continuing education credit for the entire 2.5-

days of sessions. Christine did indicate the policy was on the board's radar and that she'll broach the topic at their June board meeting.

*Strategic Focus #3 - Education, Resources, and Networking:* Provide relevant and timely education programs to attract and support members. Strive to meet the Programming of the Year Award.

### **GMS**

**Taylor**

The following has been accomplished or is being worked on.

- The Committee welcomed Anisa Mazuca.
- Debbie Kopkau and Anisa will meet to go over StarChapter processes. Anisa will be reaching out to members not in the GMS program.
- Kristen Taylor and Debbie met with Alex from StarChapter to find out if we can create/edit a place on the site so members can access their activity/attendance. Alex had recommended we add the core competency to the title of the event and making sure we have CE tracking and the amount of the CE in the system for the event. It will not go back and track for those who already have been attending programs; only moving forward.
- Debbie will reach out to Viki Gotts to find out why when Brenda Haight sends her list to 'Working on GMS but not registered for the event,' the people registered are not being excluded. Brenda thought Viki had made a check box, so these were not included.
- Committee will continue to send out letters as listed on our SC Instructions. The SC instructions are being sent out with any changes to the process.

Moving forward, Committee requests when new education events are added to the website through StarChapter, the competency be included at the end. Ex: The ABC's of the 123's | Competency: Logistics.

For May, there will be three new GMS awarded: Katy Golden, Janice Dixon, and Mandi VanOoteghem.

The next meeting will be June 6 at 11:30am.

*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**

**Wohlfert**

No report.

### **Membership**

**Novak**

Committee completed membership upload for month ending April 2024. Due to attending NEC,

there has not been an opportunity to reach out to those members who had a membership expire the end of March and April, nor those whose membership expired the end of February and will now be dropped the end of May. Those whose membership dropped were reached out in previous months and either did not receive a response re: renewing their membership or we were informed they would not be renewing.

Tammy Novak sent Shelly Long the updated membership list and At-Large membership list for Constant Contact.

Committee would like the Board to review Policy No: C-28 - Chapter financial and membership reports must be reviewed and accepted monthly by the chapter board. Each month's approval needs to be recorded in the minutes for the next held board meeting. The membership committee will need a motion to approve this month's membership report.

As of April 31, 2024, Michigan has 160 members: 90 planners/67 suppliers/3 other. The planner/supplier ratio is at 57%. **WE HAVE MET OUR THE STRATEGIC FOCUS #1 BY INCREASING THE MISGMP MEMBERSHIP TO 150 MEMBERS. MiSGMP is up +17 members.**

**Dropped Memberships:** No new dropped memberships since the last report.

**At Risk Memberships:**

- Jodi Hammond, CMHAM
- Chris Ward, CMHAM
- Kate McPherson, Biggby Coffee
- Lisa VanDaele, MI DNR
- David Hume, Radisson (no longer)
- Sheronda Jennings, MDHHS

**New Memberships:**

- Alise Hale, Supplier, Gaylor Area CVB

**National Membership Committee Updates**

- Overall SGMP membership is at 1,422, up from 1,405.
- JLM was a success.
- Digital badges will be available after NEC for Top Young Professionals, Emerging Leaders, Legacy, and SAM Gilmer Planner and Supplier of the Year recipients.

[FY24-28 SGMP Strategic Plan](#)

*Strategic Focus #1* – 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 & Elections

**Nickson**

Committee completed the process for the election of the 2024-2026 MiSGMP Board of Directors. This May meeting will be the transition meeting for the incoming Board. The incoming Board will be inducted June 5, 2024, special event.

*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

**Long**

Committee discussed with Dorothy Dean and Mandi VanOoteghem regarding adding another person to the monthly meeting registration table. This person can be dedicated to processing credit cards. Also discussed having the Board President encourage attendees to pay with credit card when registering instead of at the door as StarChapter is very slow processing.

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

## Scholarships

**Draper/Wohlfert**

No report.

## Special Events

**Nickson**

The Committee has been working on details for the June 5 Special Event as well as event promotion.

*Strategic Focus #7 – Visibility and Marketing:* Promote MiSGMP activities to grow awareness of the chapter and the society.

## National Updates

- The incoming board will sign the new Code of Ethics document which will be submitted to National by July 1, 2024.
- JLM was a success.
- [Policy C-28](#) – Board Meetings; Attendance Reminder.
- [Policy C-24](#) – Chapter Board Transition Schedule
- [Policy C-31](#) – Chapter Board Strategic Planning Meeting/Retreat

Meeting adjourned at 10:59 a.m.

Respectfully submitted,

Kristen Taylor, GMS, CTA, VEMM  
**MiSGMP Secretary**