

July 21, 2025
Virtual Meeting

The Michigan Chapter Board Meeting was called to order on June 26, 2025, by President Stratton at 11:05 a.m. Roll call was taken, and a quorum of voting members was present.

Present

Nick Stratton, President	Tammy Palmer, Director
Stephanie Wohlfert, Second Vice President	Jodie Shaver, Secretary
Dorothy Mott, Treasurer	Randi Talmage, Director
Cathy Mayhew, First Vice President	

Absent

Stephanie Reed, Director

Guests

None

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

- a. July 21, 2025, a motion was made and seconded to approve the absence of S. Reed. Motion carried.
- b. July 21, 2025, a motion was made and seconded to accept the June 2025 financials as presented. Motion carried.
- c. July 21, 2025, a motion was made and seconded to accept the July 2025 membership report. Motion carried.
- d. July 24, 2025, an email motion was made and seconded to approve the June 26-27, 2025 meeting minutes with suggested changes. Motion carried.

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

BANK BALANCES	PREVIOUS MONTH	CURRENT MONTH
Checking	\$19,263.19	\$17,440.40
Other	\$50,088.47	\$50,088.89

3. Committee Reports:

AEC (R. Talmage, S. Reed)

There was nothing to report this month.

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 posted the June event on Facebook along with the photo gallery. They will begin promoting the August meeting. The full calendar of events will be added to the website.

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)

There is nothing to report at this time.

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

Education (T. Palmer, S. Wohlfert)

All but one (1) of the FY25 / FY26 monthly meetings have been submitted to National for approval. They are waiting for the speaker agreement for May 2025 speaker and then will submit to National for approval. They need instructions on how to pull survey reports. The BOD discussed the speaker questionnaire and decided to remove the question regarding breakfast for the speaker.

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

GMS (J. Shaver)

The committee reviewed the new website and the GMS Certificate program. The GMS committee is working with Katie to gain access through new website. As of now, it seems to be going well.

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 met 6/16/2025 and secured awards and timelines. Created a special Inside Buzz article for the May-June edition.



Honors and Awards
May-June 2025.docx

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 June 2025. T. Novak reached out to members on the New Member tab, the 60-Day Out tab, At Risk tab, and Dropped tab. As of June 30, 2025, Michigan has 157 members: 75 planners / 77 suppliers / 5 other. The planner / supplier ratio is at 50%. 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. BOD discussed sending a Michigan specific invoice moving forward.

New Transferred Members

- Torri Swift, Supplier, transferred in for Annie Fairbanks, Canopy by Hilton Grand Rapids Downtown.

New Members:

- Skye Lemmen, Supplier, Crystal Mountain
- Dana Moore, Planner, Michigan Department of Transportation, Office of Organizational Development

Dropped Members:

- Savannah Christansen, Supplier, Experience Grand Rapids

NATIONAL MEMBERSHIP COMMITTEE UPDATES

- SGMP has 1479 members: 864 Planners, 514 Suppliers, 101 Other member categories. Chapters held steady or seen growth.

- New Membership Campaign: July 1, 2025 – March 31, 2026 (3 quarters)
 Campaign: “Step Up to the Plate” Challenge

🎯 Contest Basics

- **Duration:** July 1 – March 31st – 3 quarters, 9 innings (9 months)
- **Scoring Hits:**
 - **Single (1 pt):** Recruit an inactive member (over one year lapsed).
 - **Double (2 pts):** Recruit a secondary membership from an existing member
 - **Triple (3 pts):** Recruit a brand new member
 - **Home Run (10 pts):** Recruit both a planner AND a supplier within the same month (any category single, double, or triple hits).
 - **Grand Slam (BONUS 50 pts):** Recruit a total of 5 planners or suppliers (must include at least one of each) in the same quarter.



SGMP Announces MCD Marketing and
Launch of GovernmentMedia Kit Technology

- 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. A draft agenda is below. This will be my last JLM.
- National launched micro credentials and is asking that chapters to 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. Technology and Education & Programming: Fundamentals is now complete and anyone can access.
- 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.
- August 26, 2025, follow-up 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 2p.m.-3p.m.
- Strategic Membership Plan and Membership Retention are attached below.



07292025 JLM
Session Agenda.docx

- **August 26, 2025**, follow-up 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 2p-3p.
- 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.

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)

Nothing new to report. Two (2) members will work the registration table at the August meeting.

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

Scholarships (D. Mott)

The committee is working on the new scholarship forms.

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

Special Events (N. Stratton)

There is nothing to report.

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

Sponsorships (D. Mott)

The committee is working on updating the sponsorship prospectus. The BOD reviewed and gave input.

Strategic Focus #7 – continue with sponsorship bundling format. Reach out to prior bundling sponsorship partners for first right of refusal.

4. National Update:

Christine took over on July 1, 2025 as SGMP president. The Virtual JLM is July 29, 2025. Budgets due July 31, 2025. The year-end chapter financial report is due Aug 15, 2025. The chapter education calendar is due September 15, 2025.

5. Discussion Items:

- I. Sponsorship Prospectus was reviewed.
- II. The BOD discussed covering the tasks that T. Novak handled. Please do not stress. We would like to allow her to focus on her position at National and not rely upon her.
- III. N. Stratton is working on the new membership survey. The BOD discussed questions they would like to include.
- IV. N. Stratton sent out a recap of the 2025 Board Retreat. Please review task assignments.
- V. The BOD discussed the newsletter and sending Mary *exactly* what you want your committee's portion to say.
- VI. Discussion on the NEC President's suite event.

6. Next Meeting: August 20, 2025 at 9:00am- DoubleTree by Hilton- Battle Creek

Meeting adjourned at 12:06pm .

Respectfully submitted,

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