

June 26-27, 2025
Board Retreat Meeting

The Michigan Chapter Board Meeting was called to order on June 26, 2025, by President Stratton at 12:44 p.m. The SGMP Mission Statement was read. Roll call was taken, and a quorum of voting members was present.

Present

Nick Stratton, President

Stephanie Wohlfert, Second Vice President

Dorothy Mott, Treasurer

Stephanie Reed, Director

Tammy Palmer, Director

Jodie Shaver, Secretary

Tammy Novak, Immediate Past President

Absent

Cathy Mayhew, First Vice President

Randi Talmage, Director

Guests

None

1. Motions:

Motions held in the meeting:

- a. June 17, 2025, an email motion was made and seconded to approve the vase gift for T. Novak as a past board president, now going to National. Motion carried.
- b. June 26, 2025, a motion was made and seconded to approve the absences of C. Mayhew and R. Talmage. Motion carried.
- c. June 26, 2025, a motion was made and seconded to approve the May 19, 2025 meeting minutes with suggested changes. Motion carried.
- d. June 26, 2025, a motion was made and seconded to accept the May 2025 financials as presented. Motion carried.
- e. June 26, 2025, a motion was made and seconded to accept the June 2025 membership report. Motion carried.
- f. June 26, 2025, a motion was made and seconded to disband the MiSGMP X account. Motion carried.
- g. June 26, 2025, a motion was made and seconded to approve MiSGMP to apply for a credit card in the Treasurer's name. Motion carried.

- h. June 27, 2025, a motion was made and seconded to approve the recommended changes to the MiSGMP policy and procedure handbook as presented. Motion carried.
- i. A motion was made and seconded to modify the community service dollar donation to \$1k at the end of each FY. Motion carried.
- j. July 1, 2025, a motion was made and seconded via email to approve the proposed 2025-2026 budget with a budgeted income of \$56,218.50, budgeted expenses of \$82,209.72 and an overall budgeted net loss of (\$19,085.72). Motion carried.

2. Reports:

Financial Report (D. Mott)

BANK BALANCES	PREVIOUS MONTH	CURRENT MONTH
Checking	\$27,678.16	\$19,263.19
Other	\$50,088.06	\$50,088.47

3. Committee Reports:

AEC (R. Talmage, S. Reed)

The committee has not yet started planning for 2026. They will review the RFP for 2027 and 2028. Discussion on location through 2028:

2025 - Central: Bay, Ingham, Isabella, Midland, Saginaw

2026 - West: Allegan, Calhoun, Kalamazoo, Kent, Mecosta, Muskegon, Ottawa

2027 - Southeast: Genesee, Livingston, Macomb, Oakland, Port Huron, Sanilac, Washtenaw, Wayne

2028 - North: Antrim, Benzie, Cadillac, Charlevoix, Emmet, Grand Traverse, Mackinac, Osceola, Otsego, Wexford

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 be posting pictures on LinkedIn. Kululu.com, the digital album, where the pictures are

posted. Registration will open soon for 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)

June's Special Event had 18 planners and 20 suppliers in attendance, The Power of WE (speaker Daniel Gakin) with a Core Competency of Professional Development for GMS/CGMP and Stakeholder Management for CMP (2 hours each). Survey results have been provided to the board with this report. ADJ. REVENUE - \$1,100.00, COLLECTED - \$1,005.00. Registration is not yet open for the August meeting. Discussion on special event vs. regular monthly meeting for May meeting.

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 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 met 6/16/2025 and secured awards and timelines. They created a special Inside Buzz article for the May-June edition. J. Shaver will transition as the board liaison. T. Novak will create education advocate and Laurie Nickson Cornerstone award nomination forms and ensure the Zenith Award nomination form is up to date.



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 May 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 May 31, 2025, Michigan has 159 members: 75 planners / 79 suppliers / 5 other. The planner / supplier ratio is at 50%. Please note there was an error with the membership upload and MMR reports for this month. They are now fixed, however, one (1) member is appearing twice, so that brought the total down. 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

- Jeff Comstock, Supplier, transferred in for Jen Henkle, DeVos Place.

New Members:

- Dana Moore, Planner, Michigan Department of Transportation
- Lindsay Lerette, Supplier, Live Nation

Dropped Members:

- Diane Dick, Planner, Michigan Association of Superintendents & Admins
- Vanessa Snelgrove-Gould, Supplier, RedWater
- Clarissa Lange, DoubleTree by Hilton Bay City-Riverfront

NATIONAL MEMBERSHIP COMMITTEE UPDATES

- National membership committee held Friday, June 6, 2025, with President's meeting on Monday, June 9, 2025.
- SGMP has 1,501 members: 870 Planners, 527 Suppliers, 104 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.
- 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.



SGMP Announces MCD Marketing and
Launch of Government Media 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.



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

BOD discussed making outreach more personal and the board reviewing the near expirations and make personal calls. Each month, the thirty-day notice will be reviewed at

the board meeting and the board will divide amongst themselves and do outreach to those members.

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 August, the current board will give a five (5) minute presentation on their board position, leading up to nominations. The schedule of presentations will be, August – Secretary and Treasurer, September – Vice Presidents, October – Directors, November – 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)

Nothing new to report. Four (4) members of the registration team helped with the special event, while two (2) members worked registration table.

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.

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

Special Events (N. Stratton)

The special event was completed, and a review of the evaluations was done.

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

Sponsorships (D. Mott)

The committee has been looking at a variety of sponsorship opportunities:

- **Monthly Meetings**
 - \$600 for custom Lanyards (500)
 - Name Badge Sponsor \$100.00. Logo will be on name tags for one meeting \$32.48 for 160.

- \$100 table sponsors
- **Annual Education Conference**
 - Photo Booth Sponsor \$500 – Logo on Photo Booth, Conference registration, four (4) minutes of podium time, logo near photo booth, bring you own props.
- **Swag Bag Sponsor \$500**
 - Sponsor Provides branded bags for attendees, recognition in program and signage at registration.
 - Option to include one branded item in the bag
- **Video Highlight Sponsor \$500**
 - Sponsor a recap video that is shared post event (website, newsletter, social media)
 - Option to provide a short 15 second message or overlay banner in video
- **Wi-Fi Sponsor \$400**
 - Customized Wi-Fi Network Name and password
 - Signage at registration and throughout the venue
- **Wellness Sponsor \$100**
 - Sponsor a short wellness/stretch break
 - Mention on agenda and during the break
- **AEC Sponsorship Changes**
 - Increase registration Sponsor to \$400
 - Student Sponsor \$150
 - Exhibitor Table Increase to \$200

*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.*

4. National Update:

Christine will take 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. Board Retreat Logistics were discussed.
- II. Election discussion. All positions are open, but will need to find candidates for Secretary, two (2) directors, and second vice president.
- III. Discussion on website and access for board members. A review was done on website needs that have not yet been addressed.
- IV. AEC Feedback was discussed. The RFP for 2027 should also be for 2028. We generally do two (2) years at a time.
- V. Review of NEC 2025 and discussion on NEC 2026, which is June 8-11, 2026 in Williamsburg.
- VI. Discussion on Networking Event and Special Event for 2026. A survey will go out to the membership to see if they would like to continue with both events. Discussion on community service event being attached to a monthly meeting if we cancel the special event.
- VII. Discussion on MiSGMP social media. A motion was made to disband X.
- VIII. Discussion on community service at one of the monthly meetings. A survey will be sent to the membership to send in a charity of their choice that will be voted on. This charity will receive the donations and community service support for that calendar year.
- IX. The proposed 2025-2026 budget was reviewed with changes suggested. A final revised budget will be sent to the board for an email motion and vote.
- X. Discussion on calendar, task timeline, and committee rosters. All board members to update each by July 31, 2025.
- XI. The mid-winter BOD retreat will be in Lansing on January 21, 2026. Each month, the membership will be invited to attend the January retreat if they are interested in running for a position.
- XII. Discussion on newsletter. S. Reed will help M. Trombley in getting the newsletter out.
- XIII. Discussion on the storage unit. For as few items that are in there, it was determined to no longer use storage unit.
- XIV. Discussion on monthly meeting ice breakers. Moving forward, an ice breaker will be done every other month.
- XV. N. Stratton still has Visit Detroit's certificate of membership longevity. He will email R. Shehu a PDF version.
- XVI. Discussion on trouble at NEC with only having a debit card and hotel stays. The board approved the Treasurer getting a credit card for MiSGMP.
- XVII. Discussion on if we need to fill the IPP position. The board decided they will not fill this position.
- XVIII. A review of changes for the MiSGMP Policy and Procedure Handbook. Changes were reviewed and voted on. All suggested changes will be implemented.

XIX. Discussion on board retreat for 2026.

6. Next Meeting: July 21, 2025 at 11:00am- virtually

Meeting adjourned at 12:05pm on June 27, 2025.

Respectfully submitted,

Jodie Shaver, MPA, GMS
Secretary, MiSGMP