

September 17, 2025
Kalamazoo, MI

The Michigan Chapter Board Meeting was called to order on September 17, 2025, by President Stratton at 9:18 a.m. Roll call was taken, the mission statement was read, and a quorum of voting members was present.

Present

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

Absent

Stephanie Reed, Director

Guests

No guests.

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

- a. September 17, 2025, a motion was made and seconded to approve the absence of S. Reed. Motion carried.
- b. September 17, 2025, a motion was made and seconded to approve the August 20, 2025 meeting minutes with suggested change. Motion carried.
- c. September 17, 2025, a motion was made and seconded to accept the August 2025 financials as presented. Motion carried.
- d. September 17, 2025, a motion was made and seconded to accept the September 2025 membership report. Motion carried.
- e. September 17, 2025, a motion was made and seconded to absolve the community service committee. Motion carried.

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

BANK BALANCES	PREVIOUS MONTH	CURRENT MONTH
Checking	\$17,612.46	\$18,023.46
Other	\$50,089.31	\$50,089.70

3. Committee Reports:

AEC (R. Talmage, S. Reed)

They had their committee meeting yesterday and the theme for 2026 will be Outer Space / Galaxy. The BOD discussed planner / supplier introduction options.

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 had their meeting on Monday. They are creating a social media graphic for October's meeting. They continue to look at other chapters' newsletters for inspiration.

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)

The committee reviewed the survey results from August's meeting. Members want more meetings like that topic but feel trainings need to be more relevant to our attendees who travel alone vs. family travel. August had a total of 45 attendees, 22 were suppliers. Registration is open for the monthly October meeting. All meeting topics were approved by National. October and November meetings planned, waiting on BEOs. The Events Industry Council (EIC) approved June and August - December meetings. The 2026 monthly meetings will be submitted for approval in January per the EIC's rules.

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

GMS (J. Shaver)

The committee had a session with C. Mayhew to work through new website issues with email.

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 (J. Shaver)

The Committee is meeting in October. M. VanOoteghem has volunteered to chair the committee.



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 (S. Wohlfert)

The committee completed the membership upload for month ending August 2025. There were no new members to reach out to. J. Wilk reached out to members on the 60-Day Out tab, At Risk tab, and Dropped tab. As of August 30, 2025, Michigan has 156 members: 76 planners / 75 suppliers / 5 other. The planner / supplier ratio is at 50%.

New Transferred Members

- None for August.

New Members:

- None for August

Dropped Members:

- Michelle Duffy- MotorCity Casino Hotel
- Chandler Alpiner- NCMS
- Megan Cole- Fire Keepers Casino Hotel

NATIONAL MEMBERSHIP COMMITTEE UPDATES

- SGMP has 1479 members: 828 Planners, 482 Suppliers, 96 Other member categories (loss of 77 members). Chapters held steady or seen growth except for Nat Cap and Florida Capital who lost a lot of members.
- Membership campaign.
 - www.sgmp.org/baseball
 - Member Survey (October)
- National Education Conference
 - 2025 NEC Acknowledgement
 - 2026 Sponsorship Prospectus (attached)
 - 2027 Proposals
- CGMP class in Chicago for September 10-12 rescheduled to December 10-12.
 - <https://learn.sgmp.org/p/CGMPCertification>
- FY26 Annual Budget (attached)
- Supplier Liaison Connection, September, TBD



Sponsorship
Brochure 2026.pdf



2027 NEC
RFP_FINAL.pdf



SGMP National
Budget_FY2026_FINAL

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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 this committee to work on as elections for the chapter begin in November 2025 for the FY26-28 term. Board members are continuing to give a quick presentation during our monthly meetings to go over their respective board positions to encourage more members to run for board vacancies at the end of FY25/26. Schedule is August – Secretary and Treasurer; September - Vice Presidents; October – Directors; November– President. The BOD would like potential candidates to attend the January BOD retreat.

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 September meeting.

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

Scholarships (D. Mott)

The scholarship forms have been updated and will be presented to the BOD at October's meeting for approval. Scholarship information will then be shared with CMU and GVSU.

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

Sponsorships (D. Mott)

The sponsorship brochure has been updated and at this month's meeting, we will announce that the new 2025–2026 Partnership Engagement brochure is complete and encourage members to contact D. Mott to reserve their sponsorship.

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

4. National Update:

September's CGMP was moved to December due to low participation.

5. Discussion Items:

- I. The BOD discussed the photo usage and consent language on event registration. This reads as follows: *By attending any MiSGMP chapter meeting, event, or gathering, attendees acknowledge and consent to the possibility that photographs, videos, or other visual recordings may be taken during the proceedings. Attendees further consent to the use of their likeness in such images for chapter promotional materials, social media content, newsletters, professional networking materials, and archive documentation. Attendees who do not wish to be photographed should notify chapter leadership upon arrival, and reasonable efforts will be made to accommodate such requests. Any images used will maintain professional standards and will not be used for commercial purposes beyond chapter promotion and educational activities.*
- II. The BOD will review the calendar and committees.
- III. Discussion on SGMP membership decline. Options for encouraging membership through funding uncertainty were discussed.
- IV. Discussion on possible government shutdown and how to allow members to attend the October meeting in the event of a shutdown. An email will be sent

to all planners to watch social media for registration options in the event of a shutdown.

6. Next Meeting: October 15, 2025 at 9:00am- DoubleTree, Lansing

Meeting adjourned at 10:54 a. m.

Respectfully submitted,

Jodie Shaver, MPA, GMS
Secretary, MiSGMP