

November 20, 2024
Ann Arbor, MI

The Michigan Chapter Board Meeting was called to order on November 20, 2024, by President Stratton at 9:08 am. The SGMP Bill of Rights and Mission Statement were 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

Tammy Palmer, Director

Cathy Mayhew, First Vice President

Jodie Shaver, Secretary

Tammy Novak, Immediate Past President

Absent

Randi Talmage, Director

Stephanie Reed, Director

Guests

Christine Pribbernow, SGMP National

1. Motions:

Motions held in the meeting:

- a. November 20, 2024, a motion was made and seconded to approve the October 16, 2024 board meeting minutes with corrections. Motion carried.
- b. November 20, 2024, a motion was made and seconded to accept the October 2024 financials. Motion carried.
- c. November 20, 2024, a motion was made and seconded to accept the November 2024 membership report. Motion carried.
- d. November 20, 2024, a motion was made and seconded to approve the purchase of 1000 cards and envelopes. Motion carried.
- e. November 20, 2024, a motion was made and seconded to approve the purchase of \$185 portable wireless speaker and microphone for monthly meeting back up. Motion carried.
- f. November 22, 2024, a motion was made and seconded via email vote to excuse the absence of S. Reed from the November MiSGMP board meeting. R. Talmage's absence is unexcused. Motion carried.
- g. November 22, 2024, a motion was made and seconded via email vote to approve the purchase of The Laurie Nickson Cornerstone Award crystal clock for up to \$200. Motion carried.

2. Reports:

Financial Report (D. Mott)

**** Silent auction items have now all been paid. ****

BANK BALANCES	PREVIOUS MONTH DATE	CURRENT MONTH DATE
Checking	\$19,041.63	\$20,090.65
Other	\$50,085.19	\$50,085.61

3. Committee Reports:

Advertising / Sponsorships (D. Mott, S. Wohlfert)

Nothing to report.

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. Talmadge, S. Reed)

Zonya Foco has been signed as the keynote speaker for the 2025 AEC. The theme is still to be determined but will be wellness focused. There has been a limited response to the call for presenters. The committee has created the core competency spreadsheet to review which sessions need to be at AEC. They have reviewed sample logos and marketing graphics.

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 next newsletter will be out in early December. C. Mayhew will be writing the President’s Pen on behalf of N. Stratton, as he will be on vacation. A. Wilson and T. Damchuk continue to work on social media posts. T. Damchuk did a great job promoting the November member meeting and the GMS. An email reminder was sent for AEC call for presenters.

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 next two (2) charities have been confirmed, November- SafeHouse Center and December- Mittens for Detroit. An updated wish list for Mittens for Detroit has been posted on the website. The committee will begin researching and selecting charitable organizations for the 2025 MiSGMP monthly membership meetings.

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

Education (T. Palmer, S. Wohlfert)

T. Palmer and S. Wohlfert covered the property check for Weber's for the November meeting. A connection was made with Copper Moon for the December meeting. The contract will be coming and will be signed by either C. Mayhew or N. Stratton. The meals for the event have been selected. The MiSGMP board meeting will be held at Choose Lansing before the December monthly membership meeting. The contract for presenter, Adam White, has been signed. The committee would like to discuss the purchase of a microphone for monthly meetings, as a backup (see motions). The committee met with Dr. Ruffin, with the National Speakers Association of Michigan and discussed the return on investment for speakers to present at MiSGMP monthly membership meetings for reduced speaker fees. The 6- foot MiSGMP banner will be brought back to monthly membership meetings to display at registration.

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

GMS (J. Shaver)

Committee members met and discussed the process of issuing welcome letters and tracking sheets. Two (2) MiSGMP members had reached out needing help and D. Kopkau and J. Shaver were able to update both forms for both members. The committee reviewed the new newly revised GMS Certificate, provided by National, and submitted changes. All committee members will send out their emails by November 12, 2024.

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)

The committee updated the Supplier Longevity Spreadsheet. They are working to schedule a meeting to review the Zenith Award criteria and nomination form, along with creating the Program of the Year Award. The Zenith Award criteria will change from every ten (10) years to every five (5) years. Each MiSGMP board member will nominate one (1) member from their committee(s). The online form has been updated.

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 October 2024. They reached out to members on the New Member tab thus far. They will be reaching out to members on the 60-Day Out tab, At Risk tab, and Dropped tab the week of 11/11 as K. Taylor is still learning this process. As of October 31, 2024, Michigan has **165** members: 85 planners/76 suppliers/4 other. The planner/supplier ratio is at 53%. WE HAVE MET OUR STRATEGIC FOCUS #1 BY INCREASING THE MISGMP MEMBERSHIP TO 150 MEMBERS. MiSGMP had a table at the Destination MI Showcase on 11/6/2024. Ten (10) attendees signed the list to learn more about SGMP. The committee emailed each person on the list the MiSGMP information email on 11/7/2024. The committee needs to reorder the MiSGMP Notecards and envelopes from The Idea People. Discussion occurred on pricing and a motion was made (see motions). The committee is still looking for a co-board liaison. A request was made to update the Membership Committee List on the website, to remove L. McClinton as the committee chair and replace with K. Taylor.

New Members:

- Ryan Shehu, Supplier, Visit Detroit (renewal came in after membership expired)
- Al Snow, Supplier, Destination Ann Arbor (this membership never went through)
- Danielle Simpson, Supplier, AC by Marriott & Hyatt House Lansing
- Kelly Schmitt, Supplier, DoubleTree by Hilton GR Airport (**transfer** for Emily)

NATIONAL MEMBERSHIP COMMITTEE UPDATES

- National Membership Committee Meeting held 11/1/2024. The meeting held with chapter Presidents was scheduled for 11/11/2024, which is a state holiday. They have asked Katie to reschedule. T. Novak was not able to attend 11/1/2024 and will be unable to attend 11/11/2024.
- Total members = 1,466. Goal is 1,500 members or higher by NEC 2025.
- NEC National Scholarship Applications were due 10/30/2024. **Reminder: If a member applies for the MiSGMP NEC Scholarship, they must show proof that they applied for the NEC scholarship and were denied.**
- Katie and Alan will develop a chapter education calendar and a speaker database for chapters to use.
- NEC room reservation link and registration opened 11/12/2024.
- The National Board still needs to review the changes to the President Report.
- Upcoming Virtual CGMP is January 29-31, 2025, and July 23-24, 2025. Live CGMP is November 18-20, 2024, at the Sonesta Select Arlington Rosslyn Hotel, Virginia.
- Katie is presenting a **flash sale** to the National Board on 11/9/2024 for approval to offer a Cyber Monday discount.
- National Nominations & Elections call for nominations went out 11/12/2024.
- Next National Membership Committee Meeting is 12/6/2024.
- Next National Membership Committee Meeting with Presidents is 12/9/2024.
- JLM was held 11/12/2024, with speaker Nick Stratton.



SGMP Membership
Strategic Plan.docx



Membership
Retention Improve

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)

Nothing to report. There is nothing for this committee to work on as elections for the chapter begin in November 2025 for the FY26-28 term. The committee will continue to update members for National elections. Important Dates: November 10th, Call for Nominations for the National Board and Gilmer Institute of Trustees, November 30th, chapters will receive a complete election timeline, December 10th, National Board

nominations are due, and February 10th, National election results are announced via email.

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)

The committee has welcomed S. Langlois as a new member.

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

Scholarships (D. Mott)

Nothing to report.

Special Events (N. Stratton)

The committee reviewed the RFPs for the June 2025 Special Event. Discussion at MiSGMP Board meeting on options and they would like to look at moving forward with Lansing Lugnuts proposal and a scavenger hunt as the event, with MiSGMP BOD selecting teams for fairness.

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

4. Discussion Items:

- I. Discussion on registering for NEC. All board members are instructed to register and send invoice to D. Mott. Everyone should reserve their own hotel room, leave their personal card for reservations, and forward the confirmation / reservation number to D. Mott, who will send in the MiSGMP card for payment.
- II. A review of the contractor terms document was sent but was the wrong one. This will be resent.
- III. January 15, 2025 MiSGMP Board Retreat will be 3-4 hours long and S. Wohlfert will be checking the availability of the Choose Lansing meeting room.
- IV. The National scholarship application deadline for NEC has closed. Due to this happening so quickly, MiSGMP will not require proof of denial for those who apply for MiSGMP scholarship to NEC. MiSGMP cannot send out our

scholarship until national announces their winners and we will have to have our form approved. AEC scholarship will bring a nomination criteria/form by December meeting.

- V. Discussion on contacting universities to offer for MiSGMP to mentor a college student in the field. The board discussed a set a number of meetings the student would be able to attend at no cost. This item will be tabled to January retreat for further discussion.
- VI. Discussion on presenting L. Nickson with an award for her dedicated service to MiSGMP.
- VII. C. Mayhew will be acting president for the December meeting.

5. President's Notebook: (N. Stratton)

- I. N. Stratton will be unreachable from November 27th – December 15th due to work and vacation. C. Mayhew will be acting as President during that time. Please cc' N. Stratton on all emails.
- II. We had a total of ten (10) people interested in SGMP at the Destination Michigan event earlier this month.
- III. The 2025 Board Retreat is looking to be setup as 1.5 day with a stayover.

6. Next Meeting: December 11, 2024 @ 9:00am at Choose Lansing.

Meeting adjourned at 11:15am.

Respectfully submitted,
Jodie Shaver, MPA, GMS
Secretary, MiSGMP