

October 16, 2024
Brighton, MI

The Michigan Chapter Board Meeting was called to order on October 16, 2024, by President Stratton at 9:06 a.m. Roll call was taken, and a quorum of voting members was present. The SGMP Bill of Rights was read. The SGMP Mission Statement was read.

Present

Nick Stratton, President

Stephanie Wohlfert, Second Vice President

Tammy Palmer, Director

Stephanie Reed, Director

Cathy Mayhew, First Vice President

Dorothy Mott, Treasurer

Tammy Novak, Immediate Past President

Absent

Jodie Shaver, Secretary

Randi Talmage, Director

Guests

No guests were present.

1. Motions:

Motions held in the meeting:

- I. September 27, 2024, a motion was made and seconded to approve the 2025 Special Event RFP as presented. Motion carried.
- II. October 16, 2024, a motion was made and seconded to excuse R. Talmadge and J. Shaver from the board meeting. Motion carried.
- III. October 16, 2024, a motion was made and seconded to accept the September 2024 meeting minutes with discussed changes. Motion carried.
- IV. October 16, 2024, a motion was made and seconded to accept the September 2024 financials. Motion carried.
- V. October 16, 2024, a motion was made and seconded to accept the October 2024 membership report. Motion carried.
- VI. October 16, 2024, a motion was made and seconded to update the MiSGMP budget for NEC travel costs language. Travel costs/reimbursement via rental vehicle, gas, and parking will be covered up to \$400 per board member/scholarship recipient. If carpooling via rental vehicle, rental fees, gas, and parking above \$400, will be reimbursed with receipt up to \$400 per additional board member/scholarship recipient. If a board member/scholarship recipient chooses to use their personal

vehicle, they will be reimbursed at the State of Michigan standard mileage rate, up to \$400. If carpooling via personal vehicle, the State of Michigan standard mileage and parking above the \$400 will be reimbursed separately up to \$400 per additional board member/scholarship recipient. If using a work vehicle, a board member/Scholarship recipient can be reimbursed for gas with receipt, up to \$400. Motion carried.

2. Reports:

Financial Report (D. Mott)

BANK BALANCES	PREVIOUS MONTH DATE	CURRENT MONTH DATE
Checking	\$58,968.27	\$19,041.63
Savings	\$10,084.96	\$50,085.19

****A transfer of \$40k from checking to savings was made, per the motion made at September MiSGMP BOD meeting.**

3. Committee Reports:

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

The committee solicited for sponsors for 2025. They reached out to past sponsors and all suppliers. Brighton Howell and Blue Water are the only two package sponsors that have not committed to 2025. The committee has reached out to both and will connect at the event. They will continue to work on AEC sponsorships.

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. Talmage, S. Reed)

The committee is waiting on a contract from potential keynote speaker, Zonya Foco. A call for presenters to be sent out. Sub-committees are determined. They are working on agenda timing to allow for banquet setup. The committee is brainstorming a “walking session/tour”. The AEC theme has been decided: *Fire and Ice*.

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 September/October newsletter has been distributed. Updated Constant Contact to M. Trombley (previously K. Taylor). Social posts included October meeting registration reminder, October's community service project – North Star Reach, \$100 community service check presentation picture (River Jordan), NEC scholarship reminder, Save the Dates for upcoming chapter meetings, MiSGMP GMS program and SGMP's CGMP. Upcoming plans: November – Safe House Center community service project. C. Mayhew will send T. Damchuk a list of their current needs. T. Damchuk will create a graphic and post. December – Mittens for Detroit – A. Wilson will promote on socials. Two (2) more Board spotlights – T. Novak & S. Wohlfert will be completed by T. Damchuk. The committee will work on a posting for all GMS recipients in the next few months.

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 committee confirmed the next three (3) charities to close out the year. October = North Star Reach, November = SafeHouse Center, December = Mittens for Detroit (L. Nickson will help with pick-up & delivery). Upcoming plans: Stay in communication with the three (3) charities selected and coordinate with them on their needs.

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

Education (T. Palmer, S. Wohlfert)

For November's program, the committee worked with Weber's Inn in Ann Arbor to offer us per diem menu F&B prices and overnight accommodations. They were able to meet the state per diem for F&B and the guest room rate is \$109. The committee asked for more rooms to be added to the guest room block and release next week. They are waiting on BEOs. Information for the meeting has been provided for the website, including details needed for the property. They have assigned tasks to all committee members and the Education Committee Task and Timeline has been updated accordingly. They have reached out to Copper Moon and will need to arrange outside caterer for the December meeting.

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

GMS (J. Shaver)

The committee continues to discuss the new core competencies and the changes being made at National. A presentation on this was given by T. Novak. The committee also discussed the emails that were sent out last month to the wrong recipients and correcting that for future months. The committee is waiting to see what happens with National before making any changes to MiSGMP's core competency requirements.

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)

Nothing to report.

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 September 2024. They reached out to members on the New Member tab, 60-Day Out tab, At Risk tab, and Dropped tab. As of September 30, 2024, Michigan has 164 members: 86 planners/74 suppliers/4 other. The planner/supplier ratio is at 54%. MiSGMP is up 8 members. WE HAVE MET THE STRATEGIC FOCUS #1 BY INCREASING THE MISGMP MEMBERSHIP TO 150 MEMBERS.

They sent an updated Membership List and At Large Membership List to Communications to update Constant Contact for the Inside Buzz.

During the October 9, 2024 committee meeting, they walked K. Taylor through the membership upload process. L. McClinton is no longer the committee chair. A new committee chair and additional committee members are needed. A sign-in sheet will be used at the November Destination Michigan event's MISGMP table to follow up with interested attendees.

New Transferred Members:

- Juanita Warren, Supplier – Kellogg Center & Conference Center
- Samantha Molzer, Supplier – DoubleTree Lansing
- Michael Flynn, Supplier – Treetops Resort
- Kelly Schmit, Supplier – DoubleTree by Hilton Grand Rapids Airport

New Members:

- Valarie McDougle, Supplier, DoubleTree by Hilton Bay City Riverfront

NATIONAL MEMBERSHIP COMMITTEE UPDATES

- National Membership Committee Meeting held 10/4/2024. Meeting held w/chapter Presidents on 10/14/2024.
 - Total members = 1,447. Goal is 1,500 members or higher by NEC 2025.
 - NEC National Scholarship Application is now available and has a submission due date of 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.
 - NEC registration opens 11/12/2024. Room reservation link is now open.
- The National Board still needs to review the changes to the President Report. Hoping to have a new streamlined report published by October.
- Fall CGMP Virtual Class October 22-25, 2024, via Zoom.
- National Nominations & Elections call for nominations goes out 11/12/2024.
- Next National Membership Committee Meeting is 11/1/2024.
- Next National Membership Committee Meeting w/Presidents is 11/11/2024; however, that is a State Holiday. Have asked Katie to reschedule.
- Next JLM is 11/12/2024, with speaker Nick Stratton.
- The Membership Transfer fee of \$25 has been eliminated.



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)

No report provided.

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 continues to greet new members and guest at check-in for the monthly meeting. Sarah Langlois from Visit Muskegon is a new committee member.

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

Scholarships (D. Mott)

Nothing to report.

Special Events (N. Stratton)

The Special Events RFP for 2025 was sent out to CVB members. The committee met on October 10, 2024 to discuss the Silent Auction. They are beginning the transition from L. Nickson to J. Harvey. There is potential for an online auction through a free program.

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

4. Discussion Items:

- I. Discussion occurred on a Membership bundle to include the cost of registration for all meetings in a calendar year. May need further discussion/parameters on substitutions (to members, not guests).
- II. Discussion occurred on speaker ideas being shared between Education committee and AEC and working as a team to get core competencies covered.
- III. Task/Timeline Calendar – BOD members need to update either the Word document or the Excel document and let N. Stratton know which one is being updated by sending him an email.
- IV. Contractor Terms document – N. Stratton will update with T. Novak’s edits, and it will be presented to the BOD at the November meeting for review. Discussion occurred on lowering airfare pricing from \$500 for presenters and changing the name from ‘Contractors’ to ‘Presenters’.
- V. The review of Committee membership lists has been completed.
- VI. A review was given on registering and arranging travel and accommodations for the 2025 NEC in St. Louis, MO. Please complete the form with your overnight accommodation information. Some wording on travel expenses needs to be clarified (i.e., mileage, ground transportation, airfare, etc.). Discussion on updating MiSGMP’s policies/budget to match SGMP’s for President/1st Vice President’s travel costs (i.e., meals).
- VII. Discussion occurred on GMS operations. Adoption by National is under consideration. National is concerned that it is competing with the CGMP. Operations may be kept within the Michigan chapter.

- VIII. Discussion occurred on request for a list of suppliers that offer State of Michigan rate. Will point them to the membership.

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

- I. N. Stratton will be unreachable November 28, 2024 – December 15, 2024 due to work and pleasure. C. Mayhew will be acting as President during that time.
- II. Destination MI event in Lansing (November 6th) will have a MiSGMP table. Come by and say hi!
- III. C. Mayhew and N. Stratton have been supplying multiple items to K. Herndon for the website change. We are on track to have it switched and ready to go for 2025!
- IV. N. Stratton will be doing a “intro” of everyone at today’s member meeting. Please mention that you are a board member as well.
- V. 2025 Board Retreat is looking to be setup as 1.5 day with a stay-over.

- 6. Next Meeting:** November 20, 2024 @ 9:00 a.m. within Weber’s Hotel & Restaurant, Ann Arbor.

Meeting adjourned at 11:09 a.m.

Respectfully submitted,

Jodie Shaver, MPA, GMS
Secretary, MiSGMP