

September 18, 2024

Bay City, MI

The Michigan Chapter Board Meeting was called to order on September 18, 2024, by President Stratton at 9:05am. 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	Cathy Mayhew, First Vice President
Stephanie Wohlfert, Second Vice President	Jodie Shaver, Secretary
Dorothy Mott, Treasurer	Randi Talmadge, Director
Stephanie Reed, Director	Tammy Palmer, Director
Tammy Novak, Immediate Past President	

Guests

No guests were present.

1. Motions:

Motions held in the meeting:

- a. September 9, 2024 a motion was made via an email vote to approve Weber's Boutique Hotel and Restaurant to host the November 20, 2024 monthly membership meeting. Motion carried.
- b. September 18, 2024, a motion was made and seconded to approve the August 21, 2024 board meeting minutes with corrections. Motion carried.
- c. September 18, 2024, a motion was made and seconded to accept the August 2024 financials. Motion carried.
- d. September 18, 2024, a motion was made and seconded to accept the September 2024 membership report. Motion carried.
- e. September 18, 2024 a motion was made and seconded to approve a transfer of \$40k from the checking account to the savings account. Motion carried.
- f. September 18, 2024 a motion was made and seconded to approve the GMS Core Competency requirements as outlined. Motion carried.
- g. September 18, 2024 a motion was made and seconded to approve moving the MiSGMP website to the SGMP microsite, fully internally. Motion carried.

2. Reports:

Financial Report (D. Mott)

Emails were sent to those who still owe money from past silent auctions. The board discussed adding language to upcoming silent auction notices that members cannot bid if they owe an outstanding balance.

BANK BALANCES	PREVIOUS MONTH DATE	CURRENT MONTH DATE
Checking	\$57,758.71	\$58,968.27
Other	\$10,084.89	\$10,084.97

3. Committee Reports:

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

The committee solicited for sponsors for 2025. They reached out to past sponsors and then all suppliers. The current list of sponsors includes Choose Lansing (Big Mac), Go Great Lakes Bay (Lighthouse), Discover Kalamazoo (Lighthouse), Doubletree Bay City (Lighthouse), Mt Pleasant Convention & Visitors Bureau (Mitten), Boyne (AEC), Shoreline (AEC) and Devos (AEC). The last day to receive a discount is November 1, 2024.

Strategic Focus # 7 - Visibility and Focus: Continue with sponsorship bundling format. Reach out to prior bundling sponsorship partners or first right of refusal. Create/distribute/sell MiSGMP promotional items.

AEC (R. Talmadge, S. Reed)

The Committee Member roster has been updated. Committee meetings have been scheduled. Site Visit to Courtyard was completed on August 21st. The committee’s first meeting was on August 28th. In August, Meet Mt. Pleasant offered additional funding for AEC. Dorothy indicated that this is dependent upon approval of the AEC theme.

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)

M. Trombley created and distributed her first newsletter. C. Mayhew and A. Wilson have volunteered to help M. Trombley as she moves forward with this responsibility. The 2025 Partnerships were posted on LinkedIn and on Instagram. The Board Spotlights are on LinkedIn

and on Instagram. T. Damchuk and D. Mott coordinated D. Mott's Board Spotlight alongside the August 21st event since it was in Mt. Pleasant. T. Damchuk created a graphic for the August 21st event. The committee discussed taking photos at each meeting/event. Each member of the committee in attendance will take pictures and share with the team. T. Damchuk will take pictures at the August 21st meeting and will share on socials. The new whiteboard check for a community service donation will help with a visual for our social posts.

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 the COY.

Community Service (C. Mayhew)

The committee reached out to S. Corcoran, Explore Brighton Howell Area, for October suggestions. North Star Reach in Pinkney, Michigan. North Star Reach is a not-for-profit organization that serves children with significant health challenges by providing them an opportunity to participate in summer camp. Safe House Center was selected by the MiSGMP board as the November Community Service organization.

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 worked on identifying a location for the November 2024 member meeting. Education Committee presented the board with the RFP options. There are new committee members, and they are working on getting them oriented and assigning tasks. They are still working on getting hotel contracts, payment forms, and menus gathered for all the meetings. They are continuing to offer the GMS required Core Competencies with National's requirements to keep it relevant. The Education Committee is excited to recruit new members.

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

GMS (J. Shaver)

The committee continues to work on emailing members who are in process for their GMS certificate, at risk of an expiring certificate, and not registered for a monthly meeting that would help achieve GMS certificate. As the three (3) new core competencies came out of National- Diversity, Equity, Inclusion, and Belonging, Business Management, and Leadership, the committee would like to add these to our tracking sheet. In addition, the committee seeks the board's approval to keep the required number of credit hours at fifteen (15) and reduce the required number of credit hours of the following competencies: Education/Programming (from

three (3) required to two (2) required), Contract Management (from two (2) required to one (1) required), and Technology (from two (2) required, to one (1) required). We ask the board make a motion on this change and we will update the tracking sheet and information on the MiSGMP website's GMS page. The committee seeks a motion from the MiSGMP board to approve the required core competencies for GMS certification. Core competency document can be found here:

<https://www.sgmp.org/assets/docs/GIL/SGMP%20Core%20Compentencies%20and%20EIC%20Domains%20June%202024.pdf>

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 revamped the Honors and Awards committee language. They are working on updating the Supplier Longevity spreadsheet. There have been some transfers and new supplier members who have not yet been captured. This committee could use more volunteers. Will continue to discuss the direction of the Zenith Award to garner more nominations. Will remove the time commitment from the committee requirements. Discussion on having MiSGMP board members nominate members who stand out from their respective committees. Zenith Award nominations are due in February 2025. At the AEC in March, Zenith Award, Rockstar Recruiter Award, Program of the Year, and Supplier Longevity Awards will be given out.

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 membership upload for month ending August 2024. Reached out to members on the New Member tab, 60-Day Out tab, At Risk tab, and Dropped tab. As of August 30, 2024, Michigan has 159 members: 85 planners/70 suppliers/4 other. The planner/supplier ratio is at 55%. WE HAVE MET OUR THE STRATEGIC FOCUS #1 BY INCREASING THE MISGMP MEMBERSHIP TO 150 MEMBERS. Committee has revamped the Membership Committee language. They sent updated Membership List and At Large Membership List to Communications to update Constant Contact.

MiSGMP Membership Benefits [page](#) updated.

MiSGMP Membership Types & Categories [page](#) updated.

New Members:

- Jessica Lampl, Supplier – Destination Ann Arbor
- Daisy Fleisher, Supplier – Crystal Mountain

- Draylon Young, Supplier – Choose Lansing
- Corey Starmer, Planner – MPHI

NATIONAL MEMBERSHIP COMMITTEE UPDATES

- National Membership Committee Meeting held 9/6/2024. Meeting held w/chapter Presidents on 9/9/2024.
 - Total members = 1,429. Goal is to have 1,500 members or higher by NEC 2025.
 - Retention campaign initiatives underway have gained 32 new members in August with 14 new CGMP registrations. Membership growth in June/July; normally see a drop off from those membership who only joined to attend NEC.
 - Target email came out 9/9 – need to promote on socials. Members will then receive 1x quarter, an email aligned with their personal CGMP timeline.
 - Spent \$200 on a FB campaign – received 193 conversions (those who reviewed and read through the materials). Will continue to ensure marketing is solid.
 - Met with MPI in August, meeting again 9/10/2024. Discussing options for advertising CGMP to MPI members, offering a discount in exchange. If you'd like a local chapter included in these efforts, please let Katie know.
 - Need to email membership@sgmp.org with names/email address for all programming and membership chairs. Waiting to see if anyone volunteers for co-board liaison to the MiSGMP membership committee before emailing.
 - Meeting with EIC this month.
 - NDTA exhibiting at February 2025 GovTravels.
 - NEC National Scholarship Application available 9/27 with a submission due date of 10/30.
 - NEC registration opens the second week of November.
 - Annette Wallace, National President, has a new email address: Annettewallace53@yahoo.com.
- Meeting held 8/7 to revamp the President's Report. The National Board still needs to review the changes. Hoping to have a new streamlined report published by October.
- Next National Membership Committee Meeting is 10/4/2024.
- Next National Membership Committee Meeting w/Presidents is 10/14/202, at 1pm.



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)

The committee revamped the Nominations and Elections Committee language.

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)

We have September's and October's meetings registration assignments scheduled. At last month's meeting, we had one walk-in attendee. The registration committee was uncomfortable informing them of the cost for not registering in advance. Modifying the monthly meeting survey to include additional demographics (1) add planner/supplier option, (2) add # years of with MiSGMP, (3) add number of years in the industry, and (4) add spot for contact information.

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

Scholarships (D. Mott)

No report was provided.

Special Events (N. Stratton)

The committee roster was updated. The first Special Events meeting was 9/12/24, with discussion on what to change for the 2025 Special Events RFP. We should have updated RFP to by the September MiSGMP Board Meeting.

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

4. Discussion Items:

- I. Task and Timeline Calendar -A reminder was given to all board members to review their committee's tasks and timeline calendar, and update as needed.
- II. Review of Contractor Terms Document – This document was included in the MiSGMP Board Meeting materials. Board members were asked to review and send any changes to N. Stratton.
- III. Review of Committee Staff List – A request from the August MiSGMP Board Meeting for all board members to review their committee rosters and make any changes. Thank you to all, as this has been completed.
- IV. Review of Pricing of NEC with Budget – A review was given on pricing, how to register and arrange travel and accommodations for the 2025 NEC in Omaha.

- V. National Website Move – Discussion on the MiSGMP board’s meeting regarding the move to a National microsite. T. Novak will elevate the MiSGMP board’s questions to K. Herndon. The board voted on moving to National’s website as a microsite.

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

- I. GMS is being reviewed by National as they have accepted it as a micro-credential. They are building the GMS into their website as a template, which will make the move their website easier.
- II. All committees have been rewritten, with a complete synopsis. Thank you to the board.
- III. N. Stratton has created a “We Need You” call for volunteers email. This has been sent to the communications committee to gauge when to send out in the next week.
- IV. Will create webinar pieces for (1) how to register for an event, what happens if registration is closed, review the new registration policy, (2) EIC, (3) where to find your education tracking on National LMS, etc.

6. Next Meeting- October 16, 2024 @ 9:00am within the Hampton Inn, Brighton.

Meeting adjourned at 11:10am.

Respectfully submitted,

Jodie Shaver, MPA, GMS
Secretary, MiSGMP