



Minutes  
MPI Minnesota Board of Directors Meeting  
August 18, 2008  
Nonprofit Solutions, St. Paul, MN

**Present:** Daphne Meyers (via phone) Erin Feeney  
Brooke Stoeckel Jan Tolle MacDonald  
Ann Margaret Young Staci Kvasnik  
Barb Oswell Emily Nelson  
Tim Samuelson Jaimie Mattes  
Sean Schuette

**Absent:** Stephanie Pfeilsticker Marilyne Bouteiller  
Tracey Smith

**Staff:** Jami Burbidge

**Guests:**

### **Call to Order and Announcements**

The meeting was called to order at 10:00 a.m. by President Ann Margaret Young.

### **President's Report – Ann Margaret Young**

#### **Overall Membership**

Membership experienced a net increase of 136 members in July 2008 with an overall global membership community of 24,507 members. Overall retention for the first month of our fiscal year is 75.55%. Congratulations to the following Chapters for a successful July 2008 in membership and retention growth:

Top Chapters in Membership Growth: Middle Pennsylvania 12.3, Ohio 3.5%, Chicago 1.3%

#### **CLC Follow up**

This year's conference hosted 343 attendees representing 63 of MPI's chapters and clubs worldwide. Overall conference satisfaction scores rose 1.4 percentage points from the prior year's CLC to 85.4%. In addition, 91.1% of attendees indicated they would recommend the conference to future Chapter Leaders. If you attended Chapter Leaders Conference, but were not able to sit in on all the breakout sessions, there is a complete summary of each session. These complete summaries will provide you with a great overview of what you missed. Please let me know and I will send you the link.

#### **MeetDifferent Open for Registration**

MeetDifferent will take place in Atlanta, GA from February 7-10, 2009.

#### **CMP Online Study Guide Is an Excellent Resource for Advancing Meeting Professionals**

MPI's CMP Online Study Guide is a new educational resource to support our growing global community's professional development. The Study Guide is a five-module learning program designed to

assist meeting and event professionals in preparing for the Certified Meeting Professional (CMP) exam and achieving CMP certification.

#### CMM Program Accepting Applications

The Certification in Meetings Management (CMM) program is now accepting applications for the next class of rising meeting professionals. 2008 CMM – Dallas, TX – October 19-23.

#### Website

As we get closer to updating our website it is important that everyone look at their sections of responsibility and make sure it is updated so transfer of information is easy

#### Committee Minutes

Everyone must submit minutes to post. Please put this on your task list so that the information is updated. Currently, the minutes that are online include minutes from the membership committee in July and the community outreach committee in August.

#### Photos

Ann asked that someone take pictures at the August meeting to add to the Flickr account.

#### Lapsed Member list

If you know someone on the list, please give them a quick call and express your hope that they will continue their membership.

#### Revenue Balance from last year

Jaimie and Ann will be discussing with NPS how to invest and will bring suggestions to the board for approval. If you have ideas, please submit to Jaimie Mattes.

#### **Education Report – Brooke Stoeckel, VP Education**

169 attendees have registered for the August meeting. This is a jump from last week and the education team will give updated numbers to the Hilton. Please make sure to put all onsite needs, podium announcements, and evaluation announcements in the TSRs. Brooke noted that the August and September meetings are both at Hilton properties. The correct location for each month is being emphasized in the meeting announcements. 164 people registered for last year's August meeting.

#### **Membership Report – Tim Samuelson, VP Membership**

The membership committee chairs have met twice. There were 491 members in the last report, 10 prospects and 18 lapsed. The membership committee has been calling lapsed members – the only feedback they have heard is budget constraints. The membership committee is interested in seeing a dropped list so they know how successful they are with their lapsed calls. Tim explained that lapsed members are given a 60 day grace period and then if they do not renew they are dropped from the membership. Tim will meet with Devie Hagen after the monthly meeting to discuss the development of a new brochure. Membership would like a podium announcement about the new referral program, pointing out that there will be referral forms on each table and a prize drawing based on the referrals. Ann suggested using NewNotes to educate the membership about the referral program. Tim and Barb pointed out that the 500<sup>th</sup> member will likely be coming soon. The membership team would like to put together a basket of various prizes from different members for the 500<sup>th</sup> member.

#### **Communications Report – Emily Nelson, VP Communications**

Steph is unavailable with her new babies at this time. She says she will be checking her e-mail and will help as able. Please copy Emily on any issues so she can be sure nothing falls through the cracks. The first

communications committee meeting will be on Wednesday after the monthly meeting. Further update will be given during the section on website update. Each committee under the communications team has been busy putting new processes into place.

### **Community Outreach Report – Erin Feeney, Director Community Outreach**

The community outreach committee recently met to recap their last year. Katie Dahill from the Ronald McDonald House will be at the meeting on Wednesday to accept the check. The community outreach committee's table will feature all charities that have been chosen for 08-09. Attendees will learn of the various charities chosen and the timeline for giving to each charity.

### **Financial Report –Sean Schuette, Director of Finance**

For the month of June, total revenue was \$3,929.16, cost of sales was \$111.63, and gross profit was \$3,817.53. Expenses were \$4,948.57 for a net income of (\$1,131.04). The finance team met on July 23. Lynette Offen will be the liaison to the communication committee. Sean will update the meeting calendar for the finance committee. The team will likely be meeting the third week of the month. The team is currently focusing on the silent auction and Shawna is still working hard on sponsorships. The committee has continued to look at the pros and cons of the golf tournament. The finance team has been reviewing the scholarship process and how scholarships are paid out. The finance committee will have a table set up at the August meeting promoting their "GREEN" theme and this month raffle sponsored by Oak Ridge. The next finance meeting will be August 26<sup>th</sup> at Cucumbers. Ann Margaret pointed out that she would like to talk about adding Nonprofit Solutions staff to the silent auction to free up committee members to enjoy the event. The committee has also been looking at various software options to make picking up items and paying easier.

### **Leadership Development – Daphne Meyers, Director of Leadership Development**

The leadership development team had their second committee meeting on August 8. The committee has determined three committee liaisons. The team is focusing on marketing their programs. Power of Two ribbons will be distributed at the monthly meeting. The committee is set up on group space on the international website to share documents, establish best practices and collaborate with other chapters. The committee is seeking a sponsor for the Leader of the Month and would like to tie the program to the "Educate and Celebrate" theme. All team meeting dates and locations have been set and posted on the website.

### **Consent Items**

*Jan made a motion to approve the June board minutes, seconded by Erin. The Communications TSR is missing last page; Jami will update. With the change and following discussion, a vote was called; the motion was carried.*

### **Strategic Plan Review – Communications**

With the planned website overhaul, the communications team has a very busy year. The current website has been reviewed and the information should be current. Please continue to monitor your sections and send updates to Emily as appropriate. MPI added a Flickr account to upload pictures and video files for the membership. The WEC photos will be added in the next few weeks. Please send committee meeting minutes to Emily for editing and posting to the website. Please keep in mind when information is sent to Emily she will need a few days to turn it around. The communications team will begin requesting board testimonials for the website in upcoming weeks. The redesign committee has met and has narrowed down the proposals to three vendors. For PR internal, Jon is working hard. He has brought on a new contact for NewsNotes – Jane Stacy. Her contact information will be added to the website. Everything for meeting of the minds should go to Jon. Emily clarified between NewNotes and Meeting of the Minds. NewsNotes should be used for committee updates, Meeting of the Minds is used for articles. Jon contacts board

members when he is looking for information. The communications team is also hoping to add a meeting recap. Any information to share for that recap should go to Jon. Blaise is working on updating the media list and has invited media to monthly meetings. .

### **Discussion Items**

*Brooke Stoeckel makes a motion to approve Denise Woods to remain the 2008-2009 CMP Chair. Sean makes a motion to second. Brooke explained that she has been chair for the past few years and because of her tenure, policy requires that her position be board approved. The board discussed a desire to have someone work with Denise so gain the knowledge for when Denise steps down. The board determined that Denise should create a manual or a task list to help train her predecessor. The motion carried.*

### **Unfinished Business**

#### *Website Update*

The committee met and narrowed down the proposals to three candidates. Nine companies applied; a number of whom the committee was unfamiliar with and a few that were from out of state. For the update, the board budgeted between \$9,000-10,000 with \$5,000 from the grant supporting this amount. All of the bids came in over the \$5,000, but within the budget. The redesign committee members have been involved in previous web re-designs and have brought a lot of knowledge to the table. Once a decision is made committees will be asked for their input. Committees should start thinking about changes they would like to see and reviewing their current section as once a company is contracted the process will move quickly. The goal is to have website up and running by end of year.

A fee has been implemented for members to post a job on the Job Board. MPI was one of only a handful of chapters that did not charge for this service. The MN Chapter implemented a \$50 fee for members and a \$100 fee for nonmembers. Various board members have received feedback that members are unhappy it is no longer a member benefit and the board was unequipped as to how to answer questions and the details of the change. The board was polled and was unanimously in support of the minimal charge for the postings.

#### *Golf Tournament Options*

The board reviewed the proposal. The chapter did well financially at golf tournament but there is a perception that there were not enough golfers. Shawna has suggested that because it is the 30<sup>th</sup> anniversary we can take risks, and sponsors will recognize the uniqueness of the year. San Diego CVB approached Jaimie and have budgeted \$3,500 for this year's event. The board decided to table the event discussion until after the finance committee meets to discuss. Ann suggested that the finance committee might review the sponsorship numbers because the proposal for tables seems inflated.

#### *Grant Ideas by Sept 30*

Jan asked that board members connect with their committees and bring forth grant ideas. The next grant should be something different from the website and might go towards something for the 30<sup>th</sup> anniversary. The chapter can put forth more than one grant request, but the total cannot exceed \$5,000.00. Board members should check out the international website for parameters and ideas.

#### *Policies & Procedures Update by Aug 31*

Each board member should review their section in the Policies & Procedures manual and forward updates to Jaimie.

#### *Task Lists by Aug 18*

Please forward task lists for your team. When Ann last checked there were still a few teams that were missing task lists.

*Review Chapter Metrics*

Ann reminded everyone that the new metrics are in place now. One metric that the chapter is measured on are the monthly meeting evaluations. Ann encouraged all board members to fill out the evaluation.

**New Business***Midwest Region Conference and Trade Show - Education*

Jaimie and Brook are exploring the idea of a Midwest Region Conference proposed for November 2009 in Madison. This event would be a partnership with other area chapters. It would replace the yearly educational/tradeshow conference. The Chicago chapter is interested in 2010. The Midwest has never done a joint conference, but other areas throughout the US have successfully held joint conferences. Jaimie suggested that in having a regional conference resources would be pooled so the group could bring in speakers from International and platinum speakers. The board suggested that the chapter might provide a shuttle. As a next step Jaimie and Brooke will reach out to other VPs of education.

*Adopt the Member rollout – President-Elect*

NS has compiled a list of members and they have been assigned to board members. Jaimie composed a draft e-mail that he will send to board members for first contact. Please contact your members once per month either via e-mail or phone.

*Board Greeters - President*

Ann asked for volunteers to greet attendees at the August monthly meeting. Emily and Jan volunteered to greet in August. The responsibility of greeting will be rotated amongst board members.

*Donation to International – President-Elect*

As president-elect Jaimie is the chapter liaison to foundation. He has quarterly conference calls to keep updated. The MN chapter has never increased the amount of money it gives to Foundation. Because of the recent surpluses, Jaimie is preparing to make a motion to increase the size of the donation. Other chapters give a percentage of the money from various events to Foundation.

*Past Receivables – President & President-Elect*

Ann reiterated the importance of outstanding revenue. The amount was \$7,000.00 at the end of July. Please keep an eye on outstanding money and follow up. Please be sure to have cash in hand at any events.

**Other Business**

**The next meeting is Wednesday, September 17 at 9:15 a.m. at the Hilton Minneapolis Airport. TSR updates are due Wednesday, September 10.**

**Motion to Adjourn**

There was no further business and the meeting was adjourned at 11:35 a.m.

Respectfully submitted,  
Jami Burbidge  
MPI Minnesota Office