



Minutes
MPI Minnesota Board of Directors Meeting
September 17, 2008
Hilton Airport

Present: Daphne Meyers
Tracey Smith
Staci Kvasnik
Barb Oswell
Tim Samuelson
Sean Schuette

Erin Feeney
Ann Margaret Young
Stephanie Pfeilsticker
Emily Nelson
Jaimie Mattes
Marilyne Bouteiller

Absent: Brooke Stoeckl, Jan Tolle-MacDonald

Staff: Jami Burbidge

Guests:

Call to Order and Announcements

The meeting was called to order at 9:17 a.m. by President Ann Margaret Young.

President's Report – Ann Margaret Young

August 2008 Membership Statistics

Our global membership community is now **24,412** members.

Our recruitment efforts produced 506 New Members who joined the community in August 2008. This is an increase of 11% in New Members compared to last year. Overall membership experienced a slight decrease of 95 members due to low renewal rates in August.

MPI HQ is currently working on a Chapter Recruitment Campaign to recruit new members. Later this month, we will launch a reinstatement and renewal campaign to assist our chapters with sluggish renewal rates by our members.

Congratulations to the following Chapters for a successful August 2008 in Membership and Retention Growth.

Top Chapters in Membership Growth:

Middle Pennsylvania 15.07% (< 300 Members)
San Diego 1.15% (300-600 Members)
New England 1.19% (> 600 Members)

Top Chapters in Retention Growth:

Indiana 2.40% (300-600 Members)

MPIWEB Redesigned for Faster, Easier Use

The MPIWEB experience is easier to navigate, delivers better search results, is more intuitive, and contains a richer media mix. The redesigned MPIWEB.org responds to your needs and effectively delivers the content and connections you desire with just a click of your mouse. Enhancements include:

- More than 4,000 content elements tagged, making it faster and easier for you to find the information and resources you need
- Full sitemap at the bottom of every page for improved navigation
- New drop-down navigation menus
- Option to comment on all ONE+ magazine articles online
- Welcome message in your native language

Looking for Content for Your Chapter Newsletter or Website?

The MPI Foundation is happy to provide content for your newsletter or website that explains our mission and vision as well as the many programs that the MPI Foundation funds through generous contributions. If you are interested in featuring an article on the MPI Foundation, please contact Lindsay Southall at lsouthall@mpiweb.org to obtain an article.

Bylaws

International will be redoing and have out by Dec/Jan – some items will effect chapter minimum – more info to follow

Calling All Risk-Takers: MeetDifferent Reconvenes This February

MeetDifferent, MPI's experimental meeting event, will be hosted in Atlanta, February 7-10, 2009.

CMM Program Accepting Applications

The [Certification in Meetings Management \(CMM\)](#) program is now accepting applications for the next class of rising meeting professionals, set to take place this October.

Call for Topics and Proposals

In order to better engage the MPI community, MPI has revised its content generation strategy for live conference education content. For each live event, MPI will open a Call for Topics and a Call for Proposals. A current list of all open calls is available on MPIWEB.

Get More Out of Your Asian Meetings and Events Conference

In conjunction with the Asian Meetings and Events Conference, the Singapore Exhibition and Convention Bureau (SECB), a division of the Singapore Tourism Board, would like to offer an exclusive Uniquely Singapore Trip Experience to selected meeting and event planners. Chosen participants will be invited to preview new developments, such as the Singapore Flyer, cultural attractions, and unique venues for memorable dinners or luncheons. The trip will last approximately four days and three nights, and airfare, accommodations, and ground transportation are included. Applications are due by September 22 for consideration. Trip participants will be selected and notified by October 1, 2008.

MPI's WEC 08 Scores Record Attendance

With more than 4,500 attendees, MPI's 2008 World Education Congress is a history-making event. To check out all the excitement, including session podcasts, speaker highlights, and more, check out MPIWEB.org

One+, MPI's New Monthly Magazine, Finally Revealed

With global circulation, One+ focuses on provocative professional issues and advanced best practices to

show how meetings and events can increasingly make a powerful difference for people and organizations all over the world. You can check out the new magazine on the MPI website.

FREE Sustainable Events Webinar

Join us for our Sustainable Events webinar series, free to members. The schedule is:

September 24

CSR: Sustainability, Marketing and Tools (Mike Wallace, Wallace Partners)

October 1

Sustainable Meetings: Destination Selection (Shawna McKinley, Meeting Strategies Worldwide)

October 8

Sustainable Meetings: Measurement and Contracts (Amy Spatarisano, Meeting Strategies Worldwide)

October 15

Sustainable Meetings: Food and Beverage (Nancy Wilson, Meeting Strategies Worldwide)

Watch Community Net News (CNN), a weekly member care e-newsletter, for registration information.

Ann Margaret wished congrats to Sean on becoming a CMP and happy birthday to Jaimie.

Education Report – Staci Kvasnik, VP Education

Staci reported that 166 are registered for the September meeting. The speaker, Sue Remes, spoke at KQ two years ago and was popular. The October meeting is planned. The Education committee met on Sept 11 and brainstormed ideas for grant money requests. They will request grant money to cover the computers for the November monthly meeting. Ann Margaret advised Staci that Brooke should be in touch with Jaimie to get that request underway. The Knowledge Qwest team met and is putting together a great list of speakers.

Membership Report – Tim Samuelson, VP Membership

The membership goal for the year is 520. This number does not include subscriber members so Jami will be adapting the membership reports for better tracking. On September 3 the committee chairs met followed by a full committee meeting. The membership team is starting to work on a brochure. Last month there was a mix-up with the anniversary announcement. Tim called to apologize to the member whose anniversary was announced incorrectly. The recognition team has been working on EMPI nomination forms. Jaimie encouraged folks to fill out nomination forms right away, to nominate people as “it” happens. Tim made a monthly plug for the referral program and encouraged the board to forward their referrals. The student committee recently met and is organizing an outreach program to students and non-members that are not located in the Twin Cities. More information is forthcoming.

Ann Margaret encouraged the membership committee to touch base with Krista regarding the International recruitment campaign. The deadline for involvement is October 1.

Communications Report – Emily Nelson, VP Communications

Emily updated the board on the many activities of the committee. PR internal – Jon has been working hard with new committee members on the newsletter. If board members or committees have stories or information, Emily encouraged everyone to contact Jon. The committee is also working on redesigning the newsletter. The PR external committee has reviewed and updated the media list. They are focusing on working with media contacts that they have current relationships with in the industry. The web chair resigned.

Community Outreach Report – Erin Feeney, Director Community Outreach

The community outreach committee had a very productive meeting last week. The committee is currently focusing on upcoming projects for the fall, which include working with Caring Tree and the Hospitality House. The Hospitality House provides tutors and volunteers and the committee has arranged volunteer hours for MPI with time slots Monday thru Thursday. The sign up for volunteering with the Hospitality House starts today and goes through October. The community outreach committee designed and printed bookmarkers with the various organizations for the 08-09 year and will be distributing them on the tables today. In November, the team will be working with Feed My Starving Children to provide food bags.

Financial Report – Marilyne Boutler, VP Finance

Marilyne reviewed the financial statement for August. Total revenue is \$9,066.60, cost of sales is \$2,445.73, gross profit is \$6620.87, total expense are \$14,580.56, and net loss is \$7,959.69. Marilyne encouraged committees to keep an eye on expenses. The finance committee is working right now on the silent auction. Liz Jordan will have a table at the monthly meeting to start to promote donations. The finance committee will hold a phone-a-thon in early October to generate donations. The finance committee is having a hard time securing donations for the monthly raffles. This month it is a compilation of items including a gift certificate to Wooley's, two tickets to the Mill City Museum and gift cards for Caribou coffee. Shawna is close to securing the Hawaii CVB as a showcase sponsor. Locations have been secured for the All-team meetings. The team is currently working on the New member luncheon and the Gala. The team is working with NS on a tracking and fulfillment system.

Leadership Development – Tracey Smith, VP Leadership Development

Power of Two is gaining strength and trying to spread the word. They distributed name badge ribbons last month to participants at the monthly meeting. The Power of Two team is reaching out to Circle of Excellence group to see if there are synergy and recruitment opportunities. The team is working on a marketing plan to recruit mentors and mentees. The new Leader Among Us award received one nomination this month. The committee has received great awards for the program and will include a D'Amico gift certificate coupled with another gift card. This month the award will go to Hilary Feder – of the education committee.

The All-team committee meeting is scheduled for Oct 1. NS has set up registration online. The meeting will be held at the Crowne Plaza Minneapolis North and will include a presentation on networking. Please encourage your committee members to register online.

The Leadership Development team has put a number of documents up on the International website through Group Space. This has allowed committee members to have access to these documents at all times.

Consent Items

Emily a made a motion to approve the August board minutes, Tracy seconded. Following discussion, a vote was called; the motion was carried.

Strategic Plan Review – Membership

Tim explained that the current retention rate for the chapter is 77.3% and the goal is 79%. He and Barb discussed the possibility of using e-postcards to follow up with members who are going to lapse. Jaimie mentioned that in the past the committee was provided a list of members who were scheduled to lapse in 60 days. This allowed phone calls to be made encouraging the members to renew. The board would like information as to how many more people need to be retained in order to reach the 79%.

Discussion Items

The communications team put forth a motion that the board approve \$200 for the purchase of a new digital camera for the chapter. The motion was seconded by Sean. Emily explained that the chapter needs a higher resolution camera and one that has video capability. A vote was called and the motion passed.

The Leadership Team put forth a motion that a check for \$2,500 be cut and presented to the MPI Foundation on behalf of the MN Chapter. The motion was seconded by Emily. Jaimie explained that in past years the Chapter has donated \$500 but has never increased that donation. Based on increased revenue over the past year, Jaimie proposed that it may now make sense to increase the donation. Jaimie explained that the Chapter has consistently received grants from the Foundation. Ann expressed concern that she would like to give a larger donation in segments to ensure the Chapter is reaching their budget goals. Tracy questioned why we need to donate now versus waiting to the end of the year. Money cannot be taken out of savings. Tracy suggested we take 10% of funds from the silent auction and use a PR campaign to explain to the members why a percentage of the donation would go the Foundation and how the Chapter has benefited from the Foundation in the past.. Daphne suggested being strategic about when we give money. The motion was tabled. Please send e-mail to Jaimie with ideas of how we can give money back to foundation.

The membership team puts forth a motion to approve a \$195 expenditure for the MN Meetings and Event Tradeshow December 3 at the RiverCentre. Sean seconded. The meeting exhibit hall is going to fill so the Chapter will not be offered a free exhibit. Cost has been lowered for MPI. A vote was called and the motion passed.

Unfinished Business

Chapter Metric update – President

Ann went over metrics.

Job Board update – President

The Chapter has received 10 postings since charging and has collected a total of \$650.

Golf tournament option – Finance

Sean provided an update from the finance committee. The committee has proposed doing some kind of educational programming before or after 9 holes of golf. They are currently brainstorming ways to make up the loss of 9 holes of sponsorship revenue. The committee continues to work out the details of the event and will update the board.

Adopt a Member update – President

A new adopt a member list will come out soon. Jaimie will send out the list with topics for the board's communication to their members. The board has received positive feedback from members.

Website Update - VP Communications / President-Elect

Emily updated the board that the committee chose Nonprofit Solutions and met with the team last week. More information will be provided by NS at the end of the week. The plan is to have a soft launch by November and the hard launch the end of December. Emily asked that all board members check committee sites to make sure information is updated. If you have suggestions for the website, please contact Ann.

Grant Ideas by Sept 30th – Immediate Past President

Please send all grant ideas to Jaimie. It was suggested that the student initiative might be a good grant opportunity.

NewsNotes – President

No NewsNotes have come out because no committees have submitted information. Please check with your committees to be sure they are submitting information appropriately and contact Emily if you have any difficulty.

Receivables - President

Ann updated the Board that the Chapter is getting close to having all receivables off the books. Finance will review the list to write off those that will likely not be collected. The leadership has determined a new policy that absolutely no one will be allowed to enter the monthly meeting without payment. For all services and sponsorships all payment must be received up front.

New Business

Technology at Holiday Party – Director of Finance

Sean presented and handed out information on proposed technology for the Holiday Party Silent Auction. IML technology has offered to partner and give MPI a great deal, which will help free committee members. Ann suggests Sean participate in a live demo and then follow up with a board. Jaimie will get feedback from a client that is using them tomorrow.

Thank You Notes

Other Business

The next meeting is Wednesday, October 15 at 9:15 a.m. at the Schwan Event Center. TSR updates are due Wednesday, September 8.

Motion to Adjourn

There was no further business and the meeting was adjourned at 10:48 a.m.

Respectfully submitted,
Jami Burbidge
MPI Minnesota Office