



## Agenda

MPI MN Board of Directors Meeting

October 15, 2008

9:15 – 10:45 am

Earle Brown Heritage Center

**Present:** Brooke Stoeckl  
Jan Tolle-MacDonald  
Staci Kvasnik  
Barb Oswell  
Tim Samuelson  
Sean Schuette

Erin Feeney  
Marilyne Bouteiller  
Stephanie Pfeilsticker  
Emily Nelson  
Jaimie Mattes

**Absent:** Daphne Meyers, Tracey Smith, Ann Margaret Young

**Staff:** Jami Burbidge

**Guests:**

### Call to Order and Announcements

The meeting was called to order at 9:17 a.m. by President-elect Jaimie Mattes.

### President's Report

Jaimie announced that the chapter will have a new business manager, Stuart Taylor, starting November 1. He reviewed the updated membership numbers from national – membership numbers are up 48%, renewals are up 74% but unfortunately cancellations are also up 89%. The midyear retreat will be at the Radisson in Plymouth on January 8-9. He asked that board members let committee chairs know they should be in attendance on Friday, January 9. Please contact Jaimie if you would like a guest room. Jaimie announced that Minnesota was not chosen for the site of the WEC in the next few years. The new WEC and Meet Different dates and locations are listed on the MPI website.

### Education Report

Brooke announced that there are 180 registered for today's meeting. The meeting will be a point/counterpoint format from a planner and supplier perspective on contracts.

### Membership Report

Retention is the current challenge for membership right now and the group is looking at re-vamping the current program and involving some new volunteers. The group is focusing on making sure phone calls are completed and information is tracked as to why members are lapsing. The membership team is continuing to work on the leave-behind brochure. The membership folks reached out to Krista to talk about what some of the other chapters with high retention rates are doing. Krista explained it is not a fair comparison and urged them to gather details from lapsed members to look at trends. Jaimie mentioned that MPI has a program for members that become unemployed to "freeze" their membership for 6 months. Given the turbulent economic times the group agreed it would be good to educate the membership on this program. The board will include in the adopt a member report. The board discussed realigning a scholarship for membership needs. MPI international is putting together talking points to

speak to the importance of membership during tough economic times and to point members towards resources.

### **Communications Report**

The communications team has recruited a few new volunteers. NewsNotes has not been coming out because the team has not been receiving articles. Please check the communication's schedule on the website for information as to when articles should be submitted. The communications team is still looking for a web chair. Ann Turner from Meetings and Events will be attending the program today. Emily will be taking pictures at today's meeting to be featured in an upcoming magazine article. Please review the website for your committee members without photos and direct them to Emily. MPI is currently not promoting other organization on the website. This information can be shared with the membership through NewsNotes and we will re-evaluate this policy with the new website.

### **Community Outreach Report**

The piggy banks on the tables today will collect money for the Hospitality House. If folks still want to volunteer there are opportunities for the next few weeks at the Hospitality House in Minneapolis. The Community Outreach team is drawing prizes for volunteers that sign up as an incentive. MPI will volunteer for Feed My Starving Children on Thursday, November 14, at both their Eagan and Brooklyn Center locations. Shawna's company has donated stainless steel coffee mugs for the November meeting. At that time if a member makes a donation they will receive a mug and all proceeds will go to the Simpson House.

### **Financial Report**

Marilyne gave the financial report for the month of September. Revenues are at \$10,274.89, cost of sales \$4,304.69, gross profit is at \$5,970.20 expenses are at \$8,217.11, for a net loss of \$2,246.91. For the year to date revenue is at \$23,270.65, cost of sales at \$6,862.05, gross profit \$16408.60, expenses at \$27,746.24, for a net loss of \$11,337.64. The committee has been working on raising funds for scholarships and will start advertising in NewsNotes. Marilyne tried to reach out to schools to see if they would support scholarships for their students, but was not successful. She will meet with Emily to talk about the advertising space on the website. Marilyne and Shawna will meet on Friday to discuss sponsorship program. Raffle today is an arts package. The committee continues to struggle to secure raffle donations.

### **Leadership Development Report**

Neither representative from the Leadership Development team was present but they provided a ballot to vote for Leader of the Month. Jaimie circulated and tabulated. John Cosgrove won as October's Leader of the Month.

### Consent Items

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

### Strategic Plan Review - Education

Brooke reviewed the theme for the 2008-2009 year, "Educate and Celebrate," and circulated the education plan for the year. She highlighted four months: November – the event is on Thursday; December – the holiday party and silent auction; KQ in February – the 4<sup>th</sup> Wednesday of the month; and the April meeting that is a partnership with ISES. Brooke asked for feedback on the technology at the November meeting. Right now the internet connection is over-budget. Brooke will try to negotiate further and the board advised that if there is a screen in front there should be no problem sharing laptops amongst 3 people. There is still not a location for the May Gala which will be the last Friday in May. Brooke encouraged everyone to purchase a meeting card. The education committee is ordering meeting card ribbons to acknowledge those that have purchased cards.

### Discussion Items

**The leadership development committee wishes to discuss the use of the MPI website to share documents. This discussion was tabled until next meeting.**

**The finance team puts forth a motion for the current CD to be rolled forward for another year. Jan seconded. Marilyne outlined that we have 3 CDs right now and explained the timetable for when they come up. She provided options. Jaimie suggested the board leave it as a year long CD. Motion carried**

### Unfinished Business

Technology at Holiday Party – Director of Finance

Sean saw a demonstration of the audience response device for the Holiday Party auction. MPI is asked to make a \$500 investment and then the company is supporting the rest. Sean explained that at the end of the evening using the devices the auctioneer could ask for pledges. The board agreed that this was a good idea and wants to pick something that the pledges will go towards closer to the event.

Golf tournament option – Finance

The finance committee is meeting soon to discuss. Tabled until next meeting.

Website Update - VP Communications / President-Elect

A plan and timeline has been approved and put in place for the website. The team will have an update meeting on October 30 and will report back in November.

Receivables – President-Elect

The chapter's receivables are decreasing. Please check in the packet and follow up with folks you know.

Adopt a Member Update – President-Elect

Jaimie asked for feedback on the Adopt a Member program. Everybody has heard positive feedback and feels the program has been a helpful way to connect with members. No one has asked to be taken off of the e-mail lists.

CD – President-Elect

Jaimie will present options next month to invest a portion of MPI's checking account money.

Chapter Metrics Update – President-Elect

Jaimie went over the metrics. He highlighted the fact that the chapter metrics that are specific to meeting feedback increased this month.

Task List – President-Elect

Jaimie asked that board members keep updating task lists so that they are up to date for next year.

Grant – Past President

Jan explained that the next deadline to apply for a grant is in December. Based on the great suggestions the group has received from the leadership and membership teams, the chapter will be applying for something at that time. Please submit any ideas to Jan and the executive team will review.

### New Business

Reallocation of checking account moneys – President-Elect

This topic will be discussed at the next meeting.

Membership Phone Tree—Monthly Calls – President-Elect

In the past, the membership committee would divide amongst their group the list of folks who have not registered for monthly meeting. Barb asked if it is too much contact. Historically when calls were made the registration number increased. The group decided to try making the calls for a couple months and see

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what kind of reaction is received. The community outreach and membership committees will make calls. The group also decided to include information in the adopt a member correspondence that if folks have not yet registered they will be receiving a call.

Nomination Committee – Past President

As Immediate Past President Jan will serve as chair of the nomination committee and will fill the other slots on the committee. The president-elect sits on the committee as a non-voting member. Other members have included a current board member, a current committee chair, a member at large and a past leader. In February the committee will begin interviewing candidates. People who serve on this committee are anonymous. Board members with interest were encouraged to contact Jan.

Thank You Notes

The meeting was adjourned 10:33 a.m.

Other Business

The next meeting is Thursday, November 20 from 12:00 p.m. – 1:30 p.m. at the Northland Inn. TSR updates are due Wednesday, November 12.