

Minutes
MPI Minnesota Board of Directors Meeting
November 20, 2008
Northland Inn

Present: Brooke Stoeckl
Tracey Smith
Staci Kvasnik
Barb Oswell
Ann Margaret Young
Erin Feeney
Marilyne Bouteiller
Stephanie Pfeilsticker
Tim Samuelson
Daphne Meyers

Absent: Sean Schuette, Jaimie Mattes, Jan Tolle-MacDonald, Emily Nelson

Staff: Jami Burbidge

Guests: Kyle Hurwitz, Lisa Marie James, Abigail Choyce

Call to Order and Announcements

The meeting was called to order at 12:17 by President Ann Margaret Young.

President's Report

Chapter Grants are due to Intl. by 12/31/08 – Executive Committee will be meeting on Dec 5th – please have grant submissions to Jan by then.

Reminder – Mid-Year Retreat dates are set – Jan 8 & 9 at Radisson Conference Center – please make sure you have invited your chairs to Friday starting at lunch. Updates will follow on agenda and activity. Please be prepared with a list of possible candidates from your committees for the Board Positions.

May Gala – dates and venue have been set – Friday, May 8th at Hilton Minneapolis. There will be the Awards program and an after party. Please mark your calendar and spread the word and support the new date and idea.

Website – New chapter website will be launched on Dec 31, 2008. Sneak previews and information will be provided via newsletter and communication. Stay tuned for more details.

Membership – Our global membership community is now 24,567 members. 647 new members joined our community in October 2008 – an increase of 10% in new members compared to last year. MPI also experienced an increase of 6% in October renewals due to focused renewal email and phone campaigns.

Unemployment – Career Connections, formerly the Job Bank, offers our community and the industry a marketplace for employment. To help our individual members impacted by career change through job loss, MPI is offering a six-month extension at renewal. This allows members to take full advantage of MPI networking opportunities during a time when it is urgently needed. Members can post resumes and search available jobs in their area or globally.

WEC – Mpls was bidding on 11, 12, 13 but did not win – future cities are:

2009 – Salt Lake City

2010 – Vancouver

2011 – Orlando

2012 – St. Louis

2013 – Las Vegas

Reminder – Lead Different (formerly PEC) registration is open. Conference dates are Feb 7-10, 2009 in Atlanta, GA. Check out the incentives they have for registration. In light of members' desire for solutions to both survive the current challenges we all face and also to better position themselves for future success, MPI had designed MeetDifferent 2009 accordingly. The brand experience of MeetDifferent will remain intact; however, helping members to thrive during tough economic times will be at the forefront of the conference.

Webinars – MPI and the Harvard & Kiplinger webinar series present these upcoming webinars for November and December. Whether you have 2, 20 or 200 people gathered in an office, conference room or auditorium, you pay only one low price per webinar. Titles include: Talent Management in a Shaky Economy and Polish Your Professionalism to Get the Respect You Deserve.

Education Report

Brooke reported that the laptops for today's meeting met budget and that BMS computers were very helpful. Attendance at the meeting was down and there were not as many walk-ins as usual. One factor that may have contributed was changing the meeting from Wednesday to Thursday. Staci discussed the ReadyTalk audio-recording service that MPI is trying. This service records the speakers and allows the audio and presentations to be posted on the website. The board will view the free session and discuss whether or not the service will be a useful member benefit going forward.

Membership Report

The MN chapter has 495 total membership or 482 members not including subscribers. The membership committee has received a number of prospects each month that they are reaching out to and are working hard to connect with members that are lapsing. The committee has had two chairs resign. The new member luncheon will be held Tuesday, November 25. A VP or director from each area should attend and be prepared to speak briefly about their committee. The membership committee is holding a December 2 Roadshow in Duluth reaching out to students and prospects in the area.

Communications Report

Stephanie reported that the new website project is moving forward. The official launch is December 31. The media list is complete and the team is working on identifying which media would be appropriate to attend which meeting. The website chair position is still open. The committee is interested in changing the title to clarify that a technical background is not needed for the position. The board discussed listing in the newsletter all open committee chairs.

Community Outreach Report

Tabled until team in review.

Financial Report

Marilyne reviewed the current financial statement. Through the end of October revenue was \$16,266.49, cost of sales is \$3,561.32, gross profit is \$12,705.17, expenses were at \$6,308.71 with a net gain of \$6,396.45. The year to date financial numbers are: revenue \$39,537.14, cost of sales \$10,423.37, gross profit \$29,113.77, expenses \$36,500.69, and a net loss of \$7,386.92.

Marilyne discussed the silent auction and circulated the list of donations as of this morning. She explained that the group is having a hard time obtaining donations this year so she encouraged committees and the board to consider a donation. If the board has donation ideas, please e-mail Marilyne. There is currently no scholarship chair, but Marilyne has been filling the role.

Leadership Development Report

There are two new members on the power of two committees and there are six new mentor pairings. Two committee members have stepped down.

Consent Items

Brooke made a motion to approve the October board minutes and TSRs, Daphne seconded. Following discussion, a vote was called; the motion was carried.

Strategic Plan Review – Community Outreach

Erin passed out the overall calendar details and introduced the committee co-chairs as guests. The many hands help many hearts initiative has just wrapped up. Recently the committee organized volunteer opportunities at two Feed My Starving Children locations and volunteers had a great experience. Today Shawna sponsored anniversary mugs. For a \$5.00 donation members receive a mug. Today's cereal and coffee donations are going to the Simpson House. In December, the committee has organized a silver and gold theme to collect silverware and books for Bridging. In January and February there will be a focus on animal organizations and in March and April on environmental organizations.

Discussion Items

The finance committee makes a motion to roll over the additional revenue from the chapter's checking account to a money market account or CD. Seconded by Erin Marilyne explained that there is \$43,288 in the chapter's checking account and it is not collecting interest. She suggests moving \$30,000 into an interest-bearing account. She reviewed the interest rates on CDs and money market accounts and explained that money market accounts are not insured by the FDIC. The board discussed and suggested the money be put into insured CDs and be broken into three \$10,000 amounts staggered so there is continually money coming due. The board would like to invest in CDs with the assumption that every quarter at least \$10,000 will come due. \$13,000 will remain in the checking account. Motion passed.

The leadership development committee makes a motion that the job listings page on the web site be moved to an area accessible only by members beginning with the launch of the redesigned web site. Seconded by Marilyne. Tracey explained that one of her committee members brought the motion forward believing that members should have access to the job board as a member benefit, whereas nonmembers should pay a fee for access. The board discussed concerns over taking away this service to potential members in this economy. International keeps their job board open to the public, which is a nice model for our chapter. The posting charge is bringing in revenue and supports the effort to allow the service open to the public. Motion did not pass.

The finance committee makes a motion to write off \$10.00 from a registration discrepancy from last March's monthly meeting. Seconded by Daphne. The person thought they should receive the member discount but was not a member. After months of trying to recoup the money, the financial team would like to write it off in a continued effort to clean up the accounts receivables. Motion passed.

The education committee wishes to discuss guidelines/procedures for promoting fellow industry association meetings/events. Seconded by Tracey. The education committee has been approached by two organizations who would like to cross-promote events and allow members of either organization to membership rate parity. Board expressed concerns over when the other events are occurring and if they would conflict with KQ. The board asked if the meetings would be meaningful for members and so seen as a member benefit. MPI may benefit from high attendance if other organizations' members are allowed to attend KQ at member rate. The board also discussed the guest fee and whether that could be scratched for KQ to encourage greater attendance. The board decided to table this discussion until we know more about the other events. Brooke will follow up with further information.

The membership team makes a motion to approve \$376.31 for the Student Initiative Duluth Road Show on December 2, 2008. Seconded by Tracey. Barb explained that the expense was submitted in a grant request that did not go forward. The expense is for two students' travel expenses to attend the road show on behalf of the chapter. The amount was amended to \$276.31. The students are expected to be members of MPI and will help with student outreach. The board asked if a sponsorship could be found for the room. The motion passed with the expectation that the students will report on their experience in an upcoming newsletter.

Unfinished Business

Receivables – President

Ann updated on accounts receivable. The amount of outstanding receivables has decreased and will decrease further when the chapter receives the final check from the San Diego CVB. Please continue to review the receivables and reach out to people to get them paid.

Chapter Metrics – President

The president reviewed the monthly chapter metrics. Because of last month's great evaluations, the average has increased to 4.26. Attendance at this month's meeting was down, but may be attributed to the difficulty in the economy. Volunteer involvement is down which is a good reminder to continually get Jami updated lists of the volunteers that are on committees so that number can remain current.

Adopt A Member – President

Board members have received positive responses from their adoptees. Because of feedback from a few members who have not been adopted, Ann reminded board members to be sure to doing that outreach. The board discussed some difficulty with their adopt-a-member lists. Jami will research how much the lists are fluctuating each month and what the possibilities are of providing lists of only those adoptees that have changed each month.

Investments – Finance

Discussed earlier.

Website Update – VP Communications / President-Elect

The website is moving along and will be live by the end of the year. Jami will have the website up on her computer at the end of the meeting for review.

Golf Tournament Option – Finance

Marilyne updated the group that the finance committee is considering doing an "Amazing Race"/ scavenger hunt event. Marilyne recently sent out a survey to member which received very few responses. Of those responses, 42% said they wanted to see the golf tournament continue. Marilyne outlined the comparison of sponsorships between the golf tournament and scavenger hunt. Marilyne will do an analysis comparing revenue and expenses from the golf tournament to a scavenger hunt and a decision will be made.

Pledge for Holiday Auction – Finance

The finance committee recommends doing a pledge at the end of the silent auction to support student scholarships. The board agreed that this was a good cause.

New Business

Letter to the Editor – President

Ann Margaret wanted to provide the board with an open forum to discuss the recent letter to the editor. The letter addressed the Barnes & Noble gift cards that leadership development has purchased for leader among us gifts. Ann Margaret provided the process for sponsorship requests. This letter has resulted in a

policy that no more letters will be posted anonymously. Tracey is crafting a response which will go out in the future newsletter. The board will be provided information on these issues as they arise in the future.

Cross Promotion – Education

Discussed earlier.

Job Board – President

Ann Margaret explained that a posting was made to the job board that was promoting a meeting planner. There have been concerns raised as to whether or not this was an appropriate use of the job board. This should not be problem going forward because of the new website. Should the job board be used to self-promote? Should we put somewhere on the website where we should post their resumes? Because of new website this will not be problem.

Thank You Notes

Adjourn

The meeting was adjourned at 1:55.

Other Business

The next meeting is Wednesday, December 17 at the McNamara Alumni Center. TSR updates are due Wednesday, December 10.