

Special Meeting of the APMP Board of Directors

Date:	August 2, 2021		
Purpose:	Discussion and Vote on the Recommendations from the Brand Transition Council		
Notice:	<ul style="list-style-type: none"> • Notice provided on July 29, 2021 • Materials provided on July 30, 2021 • Notice provided via email for emergency meeting. 		
Invitees			
P	Krystn Macomber - Chair	P	Steven Coles – Vice Chair
P	Mike Walsh – Past Chair	P	Hélène Courard - Treasurer
	Kedren Dillard – Affinity Resources Leader	P	Jody Alves
P	Felix Becker	P	Alison Coon
P	Patrick Gueth	P	David Gray
P	Anatalia Macik	P	Leigh Ann Newman
P	Nicole Shaffer	P	Kumiko Shikimachi
	Bette Sturino	P	Rick Harris – CEO (Ex Officio)
P	Andrew Goldman (Invitee)	P	Peter Frank (Invitee)
Agenda			
Special Meeting of the Board of Directors:			
<ul style="list-style-type: none"> • Call to Order • No Reading of Minutes (Special Meeting) • Review of Report from Brand Transition Council • Motions to Review Brand Transition Council Recommendations <ul style="list-style-type: none"> ○ Motion text provided in Board handout • Adjournment 			
Motion text for Motions #1-#5 provided in Board handout			
Notes			
Meeting was Called to Order at 10:03am EDT			
There was no reading of the minutes as it was a Special Meeting. Reading of both Special Meeting minutes and General Meeting minutes will be done at the next General Meeting of the Board.			
Review of Brand Transition Council – Macik/Walsh			
<ul style="list-style-type: none"> • The meeting went about as expected. Discussion on the name change question was very quick. • Perceived Member Communications issues have existed for a long time and are not specific to this Board. It leaves an opportunity for this Board to make inroads. • The re-branding discussion had feedback from “don’t ever change anything” to “I don’t really care about the colors, logo or what position titles we market to, I just 			

want to keep the name.” Most opinions were somewhere in between, but in the direction of the latter.

- Trust and Board training were brought up together. Understanding of this recommendation ranged from a punitive “we don’t like what the Board did” tone to “Of course, when is Board member training ever a bad idea” tone. The recommendation was adopted as the discussion turned towards the latter.

Follow Up Comments

- There were discussions about transparency and communications. Board acknowledged that those have been perceived issues for years. APMP has done a lot to address them, but they are often broad terms. APMP needs to follow up with members to determine what they mean by those terms and whether there’s anything that can be reasonably addressed. There was a general feeling that transparency and communications are words without meaning without specific examples. The Board will seek out those specific examples from the membership.
- People often ask about financials and governance documents. They are all available at www.apmp.org. Maybe it’s worth re-designing the website to make easier to find the documents. Also worth consistent education to our members on where to find info.
- Particularly given the progression of the “Board Training” discussion in the BTC meeting, the Board wanted to ensure that any changes or requirements for Board Training must be designed in a constructive, progressive manner, and done content neutrally, with outside providers not otherwise affiliated with APMP. Also noted that many Board members are within the last few months of their terms, and it would be a waste of Association funds to require that type of training for outgoing Board members.
- The Board acknowledged that, while intentions related to a name change were positive, and they believed, in the moment, that they were being transparent (numerous surveys conducted), that, in retrospect, they could have been more clear and transparent with the rollout of that particular initiative.
- There are other potential ideas to “lift the perceived clouds of member engagement and how the Board makes decisions.”
- The Board brought up the Leadership Academy, which would be required of anyone before being nominated for a Board seat, and the possible inclusion of Board training into that program.

Motion #1 – Moved that APMP cease the name change – made by Anatalia Macik, Second by Mike Walsh

- Questions about what that means. Is it forever? What is the name? Is it the acronym?

- There were discussions about changing the wording to “cease the current name change initiative” or cease the “APMP to AWBP name change,” or adding “and keep the name APMP.”
- There was a determination that membership inclusion would better be address in motion #2.
- **Vote in Favor All, Opposed None, Abstention – Patrick Gueth, Kedren Dillard (electronic)**

Motion #2 - Establish a body from a broad range of membership including intergenerational to explore how to communicate the value of membership to those in the profession who are not yet APMP members as well as those in any aspect of the proposal lifecycle that would benefit – made by Mike Walsh, second Anatalia Macik

- Discussion that this suggestion was too focused on branding alone, and that this could be used to better engage the Membership in the process as a whole (a Member Advisory Council). Particularly as the goal of marketing and communications is to engage people as a whole, not just new people.
- There is a need for not only the marketing, but the governance element. There are certain efforts in some chapters to address governance and Member engagement, that could serve as a model. It would include people strategically selected from different career stages and places within the APMP landscape to ensure broad representation.
- This would encompass the BTC recommendation, but go a step further in gaining member feedback on more than just marketing and brand, enhancing the request.

Motion #2 friendly amendment to “remove the specifics of the charge and change to ‘Establish a body from a broad range of membership, including intergenerational that is the official voice of the members that will be included to inform and gain member opinion on matters of importance.’” Offer by Krystn Macomber. Accepted by Mike Walsh and Anatalia Macik (without need for vote). Amended motion seconded by David Gray.

- **In favor all but two**
- **Opposed: Felix Becker – it should be broader/wider, but it could be a language barrier as English is the second language; Kedren Dillard (electronic)**
- **Abstention: None**

(No motion was made for recommendation #3 that “APMP develop a communication plan for communication with members” because (1) APMP already has a Communication Plan, and (2) The spirit of recommendation #3 is built into the result of Motion #2).

Hélène Courard had to leave the meeting and sent proxy votes

Motion #4 - The entire board of directors and all new directors participate in formal board training – Made by Mike Walsh, Second by Anatalia Macik

- General agreement that Board training is a good idea, particularly for incoming Board members, but giving that training to outgoing Board members with 5 months left is a waste of money.
- Suggestion of making the training optional and recommended for continuing Board members, but required for new Board members, or requiring it upon renewal or new Board members.
- There was a discussion of basing it on an identified need for incoming or current Board members, but agreed that it is a difficult standard to identify/enforce
- Agreement that a third party (one not currently affiliated with APMP) had to deliver the training, in order to ensure credibility and impartiality.
- Noted that the board already has onboarding, which includes some training materials. Board members do not come in untrained.

Motion #4 - Amended by Mike Walsh (amending own motion, no vote required) to state “Board member onboarding will be modified to require all new Board members to participate in formal board training conducted by an independent organization that specializes in not-for-profit boards, beginning with the 2022-23 Board year.”

Second by Patrick Gueth

- **In Favor: All but one.**
- **Opposed: Kedren Dillard (electronic).**
- **Abstentions: None**

Motion #5 – The Board thanks the Brand Transition Councils, their role is completed and they will be disbanded – Made by Mike Walsh, Second by Anatalia Macik

- **In Favor: All**
- **Opposed: None**
- **Abstentions: None**

Closing Comments

- Krystn expressed appreciation for everyone sticking through a rough 6 weeks
- Krystn noted that a video will come out this afternoon discussing the Board’s actions
- Rick noted that BPC Denver attendance is going well and that we are aiming for 700 attendees.

Meeting Adjourned at 11:18 AM EDT US

Motions				
Motion	Made	Second	Y-N-A	Attend
APMP Cease the Name Change	Macik	Walsh	13-0-2	15
Establish a body from a broad range of membership, including intergenerational that is the official voice of the members that will be included to inform and gain member opinion of matters of importance.	Walsh	Macik	12-2-0	15
Board member onboarding will be modified to require all new Board members to participate in formal board training conducted by an independent organization that specializes in not-for-profit boards, beginning with the 2022-23 Board year.	Walsh	Gueth	13-1-0	15
The Board thanks the Brand Transition Council's, their role is completed and they will be disbanded	Walsh	Macik	15-0-0	15
Key Decisions				
<ul style="list-style-type: none"> • None other than motions 				
Action Items				
Item			Owner	
Video to note the Board's actions			Krystn Macomber	