

Regular Meeting of the APMP Board of Directors

<b>Date:</b>	October 10, 2021		
<b>Purpose:</b>	Regular Meeting of the Board of Directors		
<b>Notice:</b>	<ul style="list-style-type: none"> <li>• Notice provided at the beginning of the year as a regularly scheduled meeting</li> <li>• Materials provided on September 28, 2021</li> </ul>		
<b>Invitees</b>			
P	Krystn Macomber - Chair	V	Steven Coles – Vice Chair
P	Mike Walsh – Past Chair	P	Helene Courard - Treasurer
P	Kedren Dillard – Affinity Resources Leader	P	Jody Alves
V	Felix Becker	P	Alison Coon
V	Patrick Gueth	V	David Gray
P	Anatalia Macik	P	Leigh Ann Newman
	Nicole Shaffer	V	Kumiko Shikimachi
P	Bette Sturino	P	Rick Harris – CEO (Ex Officio)
P	Andrew Goldman (Invitee)	P	Peter Frank (Invitee)
P	Seth Kahan (Invitee)		
<b>Agenda</b>			
Regular Meeting of the Board of Directors:			
<p><b>Supporting Documents:</b> <i>All supporting documents are found in the corresponding APMP Board meeting section.</i></p>			
<p>A. Welcome – Call to Order (Krystn Macomber, Chair)</p>			
<p>B. Roll Call (Peter Frank)</p>			
<p>C. Opening Remarks (Krystn Macomber)</p>			
<p>D. Approval of Minutes (Krystn Macomber) KM. <i>(Source Document: September_2021_Meeting_Minutes)</i></p>			
<p>E. Diversity Equity &amp; Inclusion Moment (Krystn Macomber)</p>			
<p>1. Rick Harris, <b>The Power of Volunteering: Five Tips That Will Make a Difference.</b></p>			
<p>F. APMP FINANCIALS (Hélène Courard)</p>			
<p>1. BPC Financials: KM. We shared financials at our September Board Meeting, and the September financials won't be ready for another ten days, so we're going to ask Hélène to tell us how BPC is anticipated to do. <i>(Source Document: BPC FINANCIALS_2021_Treasurers Report)</i></p>			

- G. APMP Code of Conduct and Anti-Harassment Discussion (Krystn Macomber, Leigh Ann Newman)
  - 1. Their Importance
  - 2. How They Can be Used and where you can find them
- H. Introduction of Lessons Learned from Rename/Rebrand (Jody Alves, David Gray)
  - 1. Methodology
  - 2. Feedback (So Far)
- I. Brainstorm Future Audits by Category (Krystn Macomber)
  - 1. The Inspiration and Purpose
  - 2. How We Will Report
  - 3. Brainstorming Categories
- J. Key Announcements AT BPC (Krystn Macomber, Rick Harris)
  - 1. MAC Announcement
  - 2. Opportuni Deal Closing: (Krystn Macomber)
- K. Plan for LRP meeting
- L. ADJOURN

#### Notes

Meeting was Called to Order at 10:10am EDT on 10/10/21

#### Minutes

- Reading of the minutes was waived (minutes were provided with board materials and reviewed ahead of time).
- **Motion to approve September 23 minutes made by Mike Walsh**
- Question and explanation of a friendly amendment vs. a voted amendment (friendly amendment couldn't be made to a motion on 9/23 because the motion's sponsor was only present via proxy).
- After the explanation **Motion to approve minutes passes via General Consent (No stated dissent or abstention).**

### **Diversity and Inclusion Moment**

- Rick Harris spoke about the value of volunteering in the community with three ideas to help the people who need help the most:
  1. Senior citizens homes (picking up prescriptions, running errands)
  2. Go into schools and read to classes (schools with low levels of parental support)
  3. Homeless – have a conversation/meal with a homeless person

### **Financials/CEO Report (Courard)**

- There was a very recent financial review in September. August numbers will be available later in the month
- Conference review: revenues have been great, with revenues boosting in several areas, including doubling revenue from booths and sponsorships
- Likely will be the second-highest yielding BPC of all time (New Orleans, which had 1,000 attendees and was in a less expensive area). Very good performance, especially considering Covid.

### **APMP Board Motion 2021-10-01: Motion to Approve the Code of Conduct as Written and provided in source document: *(APMP Code of Ethics)***

- **Motion made by Alison Coon**
- **Motion second by Helene Courard**
- **All present vote in favor**
- **None vote opposed**
- **No abstention**

### **APMP Board Motion 2021-10-02: Motion to Approve the Code of Conduct as Written and provided in source document: *(APMP Discipline-Complaints Policy)***

- **Motion made by Anatalia Macik**
- **Motion second by Jody Alves**
- Courard offered an amendment to the motion that “Newman and Harris be charged with reviewing the “anonymity” of the complainant in the policy, with review of any changes (if determined necessary) by the Executive Committee. **Amendment accepted by Macik and Alves as a friendly amendment.**
- **Favor – All present**
- **Opposed – None**
- **Abstention - None**

### **APMP Board Motion 2021-10-03: Motion to Appoint Andrew Goldman (Interim Secretary) as the Permanent Secretary for the APMP Board of Directors. This appointment will be a non-staff Ex Officio Board position (non-voting, but able to be present at Executive Session). As it is a non-voting position, it will not have a term limit, but will be until such time as the Board revokes the appointment or appoints a replacement.**

- **Motion made by Mike Walsh**
- **Motion Second by Bette Sturino**

- **All present vote in favor**
- **No votes opposed**
- **Felix Becker abstention** – (it’s helpful to have him on the Board, but unsure of the concept of appointing a permanent Secretary).

**Lessons Learned from Rebrand (Alves, Gray)**

- Methodology
  - We have been interviewing advocates, dissenters and neutrals for the rebranding project and expanded the numbers
  - Focus on those who sent professional emails to the feedback box
  - Got a variety of US/international, new/old members, chapter affiliation
  - Eliminated those who knew Jody/David and those who worked for a company that a board member works for.
  - Approximately a dozen interviews, evenly divided between dissenters, neutrals and advocates
  - Still taking a long time to schedule meetings, so not complete yet
- Interim Results
  - Everyone interviewed has been thankful for the interview process.
  - Unanimous support for the Board’s response (videos and engagement as well as the Brand Transition Council).
  - Reasons for disagreeing with the name change were very subjective
  - Several people didn’t mind the rebranding, but didn’t like the choice of name
  - **A summary will be provided when the project is finished, with the top reasons**

**Audits**

- Not targeting any specific thing, it is just really good process in general
- Rick Harris originally audited all processes when he started
- Audit of the recertification process resulted in improvements

**Key Announcements at BPC**

- MAC Announcement – Day 2 (call for nominations after BPC)
- Approximately \$200k partnership program with Opportuni, including finding 1,000 memberships and creating a new certification
  - This will be available to other businesses, some corporate members are already building into it

**Meeting Adjourned at 11:04am EDT (Walsh, Dillard, General Consent)**

<b>Motions</b>				
<b>Motion</b>	<b>Made</b>	<b>Second</b>	<b>Y-N-A</b>	<b>Attend</b>
Approve the Code of Conduct	Coon	Courard	14-0-0	14

Approve the Discipline and Complaints Policy (with Friendly Amendment)	Macik	Alves	14-0-0	14
Appointment of Permanent Secretary	Walsh	Sturino	13-0-1	14
<b>Key Decisions</b>				
<ul style="list-style-type: none"> <li>• The Membership Advisory Council will not be able to serve more than one consecutive term</li> <li>• The Membership Advisory Council will have a Secretary chosen from the Council membership</li> </ul>				
<b>Action Items</b>				
<b>Item</b>			<b>Owner</b>	
Provide a Summary of the Lessons Learned Survey			Alves/Gray	
Review Discipline and Complaints Policy to ensure anonymity of the complainant and the process			Newman/Harris	