

Regular Meeting of the APMP Board of Directors

<b>Date:</b>	September 28, 2023		
<b>Purpose:</b>	Regular Meeting of the Board of Directors		
<b>Notice:</b>	<ul style="list-style-type: none"> <li>• Notice provided on January 1, 2023</li> <li>• Materials provided on September 21, 2023</li> </ul>		
<b>Invitees</b>			
P	Alison Coon - Chair	P	David Gray – Vice Chair (left early)
P	Steven Coles – Past Chair	P	Leigh Ann Newman
P	Bette Sturino	P	Kumiko Shikimachi
P	Stacey Lee	P	Erin Green
	Heather Finch	P	Sunil Agrawal
P	Sarah Miranda	P	Amy McGeady
P	Abhilasha Shiva	P	Jamie Ninneman
P	Andrew Goldman – Secretary (Ex Officio)	P	Rachel Thompson
P	Julia Duke – COO (Invitee)	P	Rick Harris – CEO (Ex Officio)
P	Kimberly Kissel (Invitee)	P	Jay Denslow (Invitee)
<b>Agenda</b>			
<p><b>Supporting Documents: This agenda and supporting documents are in the corresponding APMP (Association of Proposal Management Professionals) BoD meeting folder on SharePoint.</b></p> <ul style="list-style-type: none"> <li>• <b>Roll Call – Julia Duke, COO</b></li> <li>• <b>Call To Order – Alison Coon, Chair</b></li> </ul> <p><b>1. Opening Remarks – Alison Coon, Chair</b></p> <ul style="list-style-type: none"> <li>• Committee Report Sharing – All Committees have met and will be reporting.</li> <li>• Update on New Staff Hires</li> <li>• APMP’s New Board/Influencer Program</li> <li>• Update on a New Legal Issue</li> <li>• Marketing/Event Reports</li> </ul> <p><b>2. APMP Financial– Rick Harris, CEO</b></p> <ul style="list-style-type: none"> <li>• YTD performance</li> </ul> <p><b>3. Update on New Hires – Harris, Coon</b></p> <ul style="list-style-type: none"> <li>• Writer/Editor</li> <li>• Multi-Media Marketing Designer</li> <li>• Digital Events Coordinator</li> </ul> <p><b>4. Update on a New Legal Issue – Harris, Goldman</b></p> <ul style="list-style-type: none"> <li>• Explanation of summons and potential lawsuit</li> </ul>			

- Need for new attendee policy at live events

#### **5. Board and Vice Chair Elections – Harris, Coon**

- Number of Board Nominees

#### **6. Board Partner and Influencer Program – Miranda**

- Increasing APMP's views through a new social media program for Boards and Chapters

#### **7. Votes**

- **No Votes**

#### **8. Committee Reports for Four Key Areas -- Coon**

- Member Service Benefits – Sturino, Lee, Miranda, Thompson, Newman, Finch
- Future Forecasting – Coon, Gray, McGeady, Coles, Ninneman, Agrawal
- Corporate Membership – Ninneman, Coon, Finch, Coles, Green
- Strategic Growth – Gray, Sturino, Shikimachi and Shiva

#### **9. Marketing Round Up – Denslow**

APMP's Current Marketing Efforts – Here are our current projects in play. Will start Committee work next week.

#### **10. Event Update – Duke, COO**

- a. Leadership Conference Online Results (September 14, 2023)
- b. Winning AI23: APMP's AI Online Conference (October 12, 2023)
- b. Capture & Business and Development Conference Online (November 16, 2023)
- c. APMP Awards Gala Online (December 14, 2023)

#### **11. Consent Agenda – Coon**

- a. Approval of Meeting Minutes
- b. CEO (Chief Executive Officer) Report
- c. BPC Reports
- d. Committee Reports (in the APMP BoD meeting folder on SharePoint)

#### **12. Final News – Board**

### **Notes**

**Start at 10:03am**

#### **Financial**

- Excelling in corporate membership and events.
- Certification is a strong contributor this year, showing around \$250k positive

### **New Hires**

- Writer - Erin Smith (England) starts on October 23
- Designer - Josh Deacon (Scotland) starts on October 23
- Digital Events Coordinator - Darby Coughlin, starts on October 2
- Steve Coles helped with the UK interviews (for a UK perspective)

### **Legal Issue**

- Slip and fall at an event, in Denver 2021, against APMP, two AV companies and the Gaylord hotels. The lawsuit was filed by an APMP member.
- APMP was served with a summons on Thursday (9/21)
- Complaint is with the insurance company, who will provide lawyers
- APMP had no report of a fall at the conference, nor did the hotel, to our knowledge
- *Board Members should refrain from discussing a pending litigation*
- *Staff/legal to look into changing the attendance policy/agreement*
- Talk to Leigh Ann and Sarah about adding a line to the next CEC meeting that all of our Chapters must have event insurance. Make sure the Chapters are aware that they should have it. *Add Rick to the agenda at CEC to discuss Chapters having event insurance*

### **Board/Vice Chair Elections**

- 18 candidates running for Board seats.
- Board packet will be out shortly and there will be a narrowing process and then interviews of the top candidates
- Vice Chair – announcement has gone out. Currently 2 candidates but there may be more.

### **Board Partner and Influencer Program**

- Multi-phase social media engagement program
- Phase 1 – Board Members/Chapter Leaders crowd source for information
  - Post on social media with APMP information through your own lens
- Phase 2 – Gamification and true launch for Chapter leaders
- Phase 3 – Working with social media/industry influencers and build out a program
  - Do we ask our keynotes to help out? Everyone pays influencers, etc.
- *Book 30 minutes with Sarah Miranda so that she can give a tutorial on using social media.*
- *Board to post tomorrow on International Day of Bids and Proposals on what the industry means to them*

### **Marketing Round Up**

- We've been pushing International Day of Bids and Proposals all week
- *Jay to send the APMP graphic for emails and social media to Board*

**David Gray left at 11:00**

## Events

- Leadership Conference (9/14) – 300 registrants (great for a new event)
- AI – 440 registrants
- CBDC 7 weeks out – 70 registrants
- Honors Gala

## Committees

- Member Services
  - Talking about the prototype of an APMP member (5-7 personas)
  - *Stacey is on the agenda for the CEC to speak about what's happening at the Universities.*
- Future Forward – Three major priorities
  - How to deliver CXO level events
  - How do we publish and PR what we do?
  - Broaden our relationship with DoD.
    - Contracting personnel are a great ecosystem connection
- Corporate – collaborate and build a strong network for our corporate members
  - Get a Corporate Needs Profile (Executive Roundtables)
  - Focus on developing internal role personas – who in the company to target
- Strategic Growth – Sturino (spoke for Gray)
  - Leadership Conference was a great event
  - Biggest goal is Leadership Microcertification. *Develop the curriculum and get that launched*
  - *Have the business ecosystem ready at the November Board meeting*
  - Possibly add a Leadership part of the BOK

## Consent Agenda

- **Approval of July Meeting minutes – Sturino, Coles**
- Passes unanimously

**Adjourn at 11:26am – Coles, Coon**

Motions				
Motion	Made	Second	Y-N-A	Attend
None				
Key Decisions				
APMP Chapters will be required to have event insurance for any Chapter events				
Action Items				
Item			Owner	
Review conference attendance guidelines/packet			Harris/Goldman	

Speak about Chapter Event Insurance at CEC Meeting	Harris
Book 30 minute sessions with Sarah Miranda if you need assistance on Social Media	All
Post on International Day of Bids and Proposals about what proposals mean to me	All
Send APMP graphic for social media and Emails to the Board	Denslow
Speak to CEC about what is happening at Universities	Lee
Develop leadership microcertification curriculum	Gray/Committee
Business Ecosystem ready for November Board Meeting	Gray/Committee