

Regular Meeting of the APMP Board of Directors

Date:	July 22, 2021		
Purpose:	Regular Meeting of the APMP Board of Directors		
Notice:	<ul style="list-style-type: none"> • Notice provided on July 15, 2021 • Materials provided on July 19, 2021 • Notice provided via email 		
Invitees			
P	Krystn Macomber - Chair	P	Steven Coles – Vice Chair
P	Mike Walsh – Past Chair	P	Hélène Courard - Treasurer
P	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
P	Bette Sturino	P	Rick Harris – CEO (Ex Officio)
P	Andrew Goldman (Invitee)	P	Peter Frank (Invitee)
Agenda			
Regular Meeting of the Board of Directors:			
<ul style="list-style-type: none"> • Call to Order • Reading of Minutes (Regular and Special) • Diversity and Inclusion • Financial Review • CEO Report • Potential Votes – None • Other Business/Updates <ul style="list-style-type: none"> ○ Brand Transition Council Review ○ Policy Update ○ Bylaws Update ○ Technology Project Update ○ Affinity Update ○ Events Update • Adjournment 			
No pre-written motions			
Notes			
Meeting was Called to Order at 10:03am EDT			
Reading of Minutes:			

Noted that minutes look different for the two meetings because we brought in a new Interim Secretary (Andy Goldman) and they have a new format.

Motion to approve both sets of minutes (removing the word “draft”) made by Mike Walsh. Passed unanimously.

Diversity and Inclusion (Dillard)

- Discussion of Workplace Allyship
 - Knight – Runs in to assist to a minority candidate - Proactive
 - Ally – Runs through the job description beforehand to ensure it’s fair – Reactive
- Determined that this should be a session at BPC in Denver. **Kedren Dillard volunteered to lead the discussion**

Financials (Courard)

- Membership has been flat, which is normal for this time of year, events have been down, certifications are up and publications have been steady
- Bottom line is that the organization is financially healthy

CEO Report (Harris)

- The big push is for BPC Denver, which is going well
- We’ve hired a new Director of Marketing

Potential Votes – None

Other Business

Brand Transition and Related Review

- Continue to acknowledge the existence of the “Save APMP Petition,” and keeping it simple. ExComm is considering responses but suspect that most of it will be addressed by the results and actions from the BTC.
- The Board discussed the requirements for of responding vs. not responding, and what suggested responses for Directors would be.
- The Board discussed where any information and communications should be posted (LinkedIn, webpage). Email is the official, formal communication method for APMP at the moment. **This discussion was tabled until after recommendations from the BTC are completed.**

Survey/Council Make-up

- In 2020, 1,600 respondents (a low number for engagement), 84% wanted to be a part of the future state association, and 62% chose the name “Winning Business Professionals.” In July 2021, during the heated discussions, 2,250 (still a low number) responded and 74.3% were opposed to the name change.
- Included people in favor/opposed to the re-brand. It includes fellows, junior, mid and senior level members, some Board members. Seth Kahan is the independent facilitator.
- The names of the Council will be released soon.

Deep Dive Discussion

- Unlikely that it will result in a name change
- General belief that the rest of the population and the ecosystem is changing and some of the strategic focus is going to have to change at some point in the future. Results from the Council should help.
- We need to work on getting greater engagement in things like member surveys and other discussions.

Policy Update (Newman)

- 10 policies were voted on approved via email (5 in March and 5 in May)
- **We need a plan for when and where to post them**
- There was a Social Media Policy attached to the Board materials. **Board members are encouraged to send questions/comments to Newman, and this will be voted on electronically following the meeting.**

Bylaws Update (Macomber)

- We are working on some updates to the Bylaws (they haven’t undergone a major update in 30+ years).
- Working with Goldman (Interim Secretary and Attorney), and sending out a process to Board for review and comment
- The Board discussed a change the CEO made in March 2021 to revise the online version of the bylaws for changes approved by Board in 2015. CEO noted that it was an oversight for not making the change in 2015. The Board discussed that while the change caused some confusion in the past few months, the oversight had little practical effect on the actual governance, operations, performance or success of APMP. Internal process steps have been taken to ensure that such an oversight does not happen again, including amending the online updating process to be a joint responsibility of the CEO, the Secretary, and the Chair. Additionally, the CEO will receive a formal reprimand as part of this year’s performance review process.
- Having fully discussed the member’s question about this change, the Board Chair said a note in the CEO’s performance evaluation and a revised internal process for future changes brings this matter to a close.

Technology Project Update (Coles)

- Kickoff meetings have been held and some work has started
- Target date for completion is moved to December 2021
- Some of the tasks will be informed by the results of the BTC

Affinity Update (Dillard)

- Kickoff meeting is coming up (it was delayed)
- There will be 30-minute sessions at BPC dedicated to each of the affinity groups
- The “Professionals of Color” won’t have a co-chair at BPC, but the others will

Events Update (Harris)

- BPC 2021 Europe Online was successful, with 250 attendees
- BPC Asia was canceled and replaced with a leadership conference in September. Rupesh Kumar is taking the lead for that and it will be bigger than originally thought
- BPC Denver has 570 registered and we are pushing for 600-700. Denver and Dallas (May 2022) are expected to be more modest in attendance and revenue.

Adjourned at 12:01pm**Motions**

Motion	Made	Second	Y-N-A	Attend
None				

Key Decisions

- Discussion of where to post future communications tabled to a later meeting
- Discussion of when and where to post new policies tabled until after social media is reviewed

Action Items

Item	Owner
Board members to review the Social Media policy and send questions	Leigh Ann Newman
Prepare and lead a discussion at BPC Denver on Workplace Allyship	Kedren Dillard