



APMP Board of Directors
MINUTES
Thursday, March 25, 2021
MS Teams Meeting

Supporting Documents: *All supporting documents are found in the corresponding APMP Board meeting section.*

- A. Macomber called the meeting to order at 10:04am Eastern U.S.
- B. In attendance: Krystn Macomber, Steve Coles, Mike Walsh, H el ene Courard, Kedren Dillard, Alison Coon, Anatalia Macik, Felix Becker, David Gray, Leigh Ann Newman, Nicole Shaffer, Bette Sturino, Kumiko Shikimachi

Absent: Patrick Gueth

MOTION: Coon moved (Sturino seconded) to accept the January meeting minutes. Motion passed unanimously. *(Source Document: January_2021_APMP_Board-Minutes)*

- C. Macomber presented Opening Remarks including the meeting agenda and this month’s Diversity and Inclusion Moment by Bette Sturino (origins of Women’s Day). Macomber also explained that two board members have resigned, both due to “major life changes”. The plan is to not replace them. Their respective committees will be folded.

D. APMP FINANCIALS

Courard presented APMP’s 2020 Year End Financials
(Source Document: 2020_Year_End_Treasurers Report)

Harris presented his CEO Report
(Source Document: March_2021_CEO_Report)

- E. Review, Discussion and Potential Votes Today (Krystn Macomber)

Macomber explained that Harris requested to add two additional staff in light of past growth and future likely expansion. A new Director of Marketing has been hired (starts April 5); a Membership Coordinator will be next.

- F. APMP Investment Request

Courard presented a request to move more funds into our investment account. APMP has a significant amount of cash on hand, currently.



G. Financial Policies

Newman explained that she and Harris have been collaborating with stakeholders to draft and present formal policies for APMP. Four policies were presented at the meeting, all surrounding finances.

Courard provided specific details about a proposed Investments Policy and answered questions.

ACTION: Macomber set a deadline of Monday, March 29 for BOD members to get all comments re: all four financial policies proposed by Newman and Harris.

MOTION: (Walsh moved; Alves seconded) to transfer \$150,000 USD from checking to UBS investment account and reallocate the balance to a “moderate risk” portfolio. Motion passed unanimously.

(Source Documents: APMP_Accounting_And_Financial_Policy; APMP_Investment_Policy; APMP_Reserve_Policy; and APMP Sarbanes_Oxley_Policy_Act)

H. Affinity Program Review and Discussion

Dillard provided a history and update re: the DE&I committee, a rollout plan for four new Affinity Groups (), and how the former DE&I Committee folds in with the new groups. Next steps are to communicate the plans to evolve the DE&I committee into the affinity program. Additional groups will be considered on a rolling basis.

I. 2021 Board Member Assignments Updates

Macomber thanked all for submitting their updated plans as requested. The Policies and Procedures group is new. Committee/task force reports are to be reviewed by BOD members on their own (as opposed to during the BOD meetings).

J. Deeper Dive Session Feedback

There was clarification that the Industry Specific Programming group will possibly collaborate with the Microcertification group, however microcertifications will likely not be industry specific.

The request was made regarding a plan for social media to help BOD members be more intentional with their personal efforts to support APMP via social media.

It was clarified that the Chapter Liaison Committee has a subgroup working towards adoption of MS Teams and the Technology group is aware and will keep all parties aware of similar efforts. The effort is specific to chapters collaborating and not beyond that.

Suggestions were made for the Reimagine Awards group – innovation, pandemic-related awards.



The Chapter Liaison Committee is looking for recommendations for a non-U.S. chapter leader who may be good for the committee.

K. Technology Project Overview

Coles explained the current focus of the group is on APMP-related technology (website/AMS). The target launch is October, to coincide with BPC Denver. The committee is currently finalizing surveys as well as building a list of prospective vendors/products.

(Source Document: Technology Task Force Annual Plan)

L. Micro-Certification Update

Walsh provided his group update. Pricing microcertification is currently in development, while the committee searches for more members to join the group. There is already conversation about what the next new microcertifications will be.

(Source Document: Certification Committee Annual Plan)

M. Events Updates

Harris presented an update re: events. The digital marketing conference has 71 registrants. BPC Europe is looking like it will be online only, considering the pandemic situation in Amsterdam and the EU in general. BPC Asia venue contracts are being signed soon. BPC Denver is going very well (about 200 registrants, with a capacity of 500). Plans for online content are being made as dates get closer, however we're starting from a place where we're planning for in-person events only.

N. Closing

Macomber announced that February 2 was Harris' 10th anniversary with APMP. Also Gueth's birthday is in April.

Harris announced that he recently earned his Practitioner certification.

O. Meeting adjourned at 11:57am Eastern U.S.