



MEETING PROFESSIONALS INTERNATIONAL KANSAS CITY CHAPTER (KCMPI) BOARD OF DIRECTORS MEETING

December 2, 2011
Kansas City, Missouri

Theme: Happy Holidays! (Education)

The meeting was called to order by Shana Hoy, CMP, President, at 8:17AM. A quorum was present. The agenda is attached as Exhibit #1.

Votes Taken:

On a motion by Mandy Petzold, second by Tricia Clement, CMP the November minutes were approved as written.

Actions Agreed Upon:

Shari Hockenbery, CMP will contact the American Heartland Theatre and get answers to the list of fundraising questions.

12/6, Shari found out all 50 tickets purchased must be from the same performance.
They cannot be spread out over five different shows

Kara Brady will take the lead on adopting a reStart family.

Mandy Petzold will develop an addendum for Howl at the Moon's January letter of agreement that specifically outlines their approved ROI.

By-Laws:

None

Policies:

None

E-Votes:

The following was approved:

Board Vote Request Form

Date: 11/10/11

Requestor Name: Michelle Lizak, CMP

Requestor Role: IPP and Strategic Alliance Chair

Vendor: Puerto Rico Convention and Visitors Bureau

Event: Professional Education Conference 2012

E-Vote:

On a motion by Chris Aquino, second by Karen Hoch the following was approved:

Motion that we modify the existing Friend of the Chapter CASH sponsorship ROI for Puerto Rico CVB to include (2) complimentary registrations to PEC. This would be in exchange for a \$750.00 sponsorship for the program.

Discussion:

Puerto Rico CVB has agreed to provide \$750.00 CASH sponsorship for KCMPI for PEC 2012. In return, their management has asked for the following add-on ROI:

- ❖ Two complimentary registrations for PEC – (1) Puerto Rico CVB employee and (1) Planner guest

The strategic alliance committee has reviewed and discussed this request and at this time, we would like to request that the board approves this request.

- ❖ Currently the Puerto Rico CVB have offered to pay \$750, which puts them at the Friend of the Chapter level for ROI. This level is for cash sponsorships from \$1 – 999.
- ❖ PEC registration fees are currently slated to be \$100 each.
- ❖ By accepting this sponsorship of \$750 and allowing two comp registrations, the chapter will still net over \$550 in cash sponsorships for this program.

Special note of discussion:

As CASH sponsorships have been increasingly more difficult to find in this economy, MPI HQ and other chapters has elected to utilize more customized ROI for sponsors. While offering comp registrations is not ideal, in this situation with the cash donation of \$750, the chapter will still net positive funds and secure a sponsor/partner for this event. By offering these comp registrations, we are showing our willingness to partner with future sponsors as well.

Current Policy that will change (if applicable, please copy and paste current policy): No Policy Change – modification to existing ROI only.

Friend of the Chapter Level Sponsor (\$1 - \$999 Contribution)

- Company Name & Logo in collateral materials for sponsored event;
- Recognition as sponsor by KCMPI during sponsored event;
- Name badge recognition (Friend of the Chapter ribbon) for all program attendees from your organization;
- KCMPI Newsletter – Sponsorship page – “Friend of the Chapter” listing with link in next issue after event;
- KCMPI Website sponsor page– “Friend of the Chapter” listing with link from July 1, 2011 – June 30, 2012.

Approval Deadline: 11/16/11

Financial Report:

A budget vs. actual report as of November 28, 2011 was distributed. Jill Quinn reported there were no concerns.

Congratulations to the Membership Committee for the very successful Member Reception and Auction.

Shana Hoy, CMP reported PEC is moving along however, they are several months behind where they planned to be and may need additional help with sponsorship and exhibit sales.

Shana Hoy, CMP stated we need everything possible entered in the Strategic Alliance Database by mid-December since MPI will be writing us a check for the first half of the year.

Account balances as of November 30, 2011:

- US Bank Reserve Fund	\$339.01
- US Bank Checking Account	\$2,136.00
- US Bank Money Market Account	\$103,818.69
- Outstanding Invoices	<u>\$743.84</u>
Total:	\$107,037.54

Audit Committee Report

Patti Gaughan, CMP, Audit Chair, reported the FY 2010-2011 Audit has been completed by the committee. The end of the year was phenomenal given the challenges faced during the year.

One of the biggest concerns is the size of the budget compared the size of our chapter. Over the past few years the budget has remained large even with the decrease in members. On paper that appears to be a decline on investment. Should membership be flat lining or increasing based on the budget?

When the board looks at the budget they need to see the “big picture” including the trends and initiatives/changes from MPI HQ. MPI has said they expect negative growth and the committee is disappointed at that precedent.

There was discussion of registration fees and the mixed messages being sent when offering complimentary registration to non-members for the October Education program. Are programs about revenue, attendance or education? Decide what the fine points are for the ROI. Look at options for less meals “out of the box” food and beverage and focus on content.

Total attendance, are they the same people coming to all the programs or are we getting a different group of people at events? If you’re only getting the same core group what is the answer to get a larger percentage of our membership to participate? The committee understands the challenges programs face.

The committee is concerned about the number of open positions on the organization chart. How does that impact what we do and volunteers? Perhaps some funds should be spent on “board responsibility” training not only in respect to meetings but throughout the year and operations.

The committee is concerned with the number of program being cancelled.

The committee makes the following suggestions:

- ✓ Consider developing a budget that does not contain any funds from MPI HQ.
- ✓ Address a debit collection policy.
- ✓ When we have an event that is fully sponsored, include the cost in the next year's budget in the event you cannot get full sponsorship the following year.
- ✓ Look at ways to invest 50% of the reserves in low risk investments.
- ✓ In February during the mid-year retreat, begin to think strategically and develop long term plans for programs and membership.
- ✓ By-laws and policy review make sure they match our processes. Board members should be using the policies as the basis or foundation for all decisions.

The bottom line is concern that the money will not be there to support or grow the chapter.

You are doing a great job – just be careful going forward.

The Audit Committee would be interested in having a 1 – 3 years member on the committee if we find someone who is interested.

Fundraiser Follow-UP

Shari Hockenbery, CMP reported Starlight has a fundraising opportunity similar to what is offered by American Heartland Theatre. Shari will complete their application. Someone must be a season ticket holder to qualify.

Shari has not contacted The American Heartland Theatre to get our questions answered but will. She is concerned with the content of the shows.

Monthly Metrics

Kara Brady stated the reports will always be a month behind based on our board meetings and the due dates for the metrics.

Cash Sponsorships

NA

Website

NA

Leader of the Quarter Nominations:

Andrea Heldt Coates reported the following have been nominated: Ken Hamm, Rebecca Hensel, Kurt Dietz, Molly Lieberknecht and Patti Gaughan, CMP.

From those nominations, Rebecca Hensel was voted Leader of the Quarter.

NEW BUSINESS:

President:

KCMIC is moving ahead with their Speaker's Showcase, February 29th. They are getting ready to launch their website which will have an industry wide calendar of events which we can use when planning our events.

Their website is launching in December, a press releases will be sent out which we can send to our members.

Shana reported we can adopt a family from reStart if we are interested. A decision was made to adopt a family. Kara Brady will take the lead.

The local Chef's Association has an annual fundraiser which is successful but is lacking in planning. Chef Gary Hild asked if we'd be interested in partnering with the Chef's Association and Harvesters to manage the planning. We would get a third of the proceeds. This is a very fun event which had 700 attendees last year with a registration fee of \$60. The event is typically held in September or October. They don't have a permanent event date. They are willing do either two weeks before, or after, Field 2 Table so they don't compete. A committee would need to be developed to work with the Chef's Association.

It was agreed to move forward and continue discussions with the Chef's Association for the 2012 event.

VP Finance:

NA

Leadership:

Andrea Heldt Coates reports connecting new members with committees has been successful.

First article for leader of the quarter is being written with Andrayana Getchell's help.

Education:

Mandy Petzold reported they have been working with Howl at the Moon for the January social event. A customized sponsorship was approved for Howl at the Moon that included a table top exhibit at the December program (Note: the table top sponsorship was not included in the 10.21.11 e-vote approval). Howl at the Moon feels they should not have to pay the registration fee in December. It was agreed to allow Howl at the Moon to use one of their January comp registrations for the December program leaving them with 2 comp registrations in January.

Mandy will develop an addendum to the LOA agreement outlining the specifics of their ROI.

Shari Hockenbery, CMP reported the Uptown Theatre is interested in the March event. Terrace on Grand is also interested for their 18th & Oak space

Membership

Tricia Clement, CMP reported the Membership Scholarship deadline will be extended.

Communications:

NA

Scholarships:

NA

PEC

The PEC prospectus was shared with an e-mail to potential sponsors sent out yesterday. Shelby Thario will be making follow-up calls. Registration is open to sponsors and exhibitors. The Elms agreement has been reached.

The PEC marketing team and speaker group are working on the event.

Fundraising:

From Michelle Lizak, CMP's absent report.

Please send Michelle a listing of any suppliers that you use on a regular basis outside Kansas City for the Capital Campaign call for donations.

Nominations:

From Michelle Lizak, CMP's absent report.

The Nominating Committee held a conference call to discuss 2012-2013 nominations timeline and procedure improvement recommendations.

Current VP's should be thinking about a succession plan in the next two months.

The current board will be receiving a skills assessment to be used for the nominations process.

The committee will be hosting open houses for those interesting in finding out more about serving on the board.

The call for nominations is scheduled to go out the week of December 15th.

60 SECOND UPDATES – Actions This Past Month

Monthly Programs

NA

Awards Banquet

NA

Member Care/Job Bank/Scholarship

NA

Student/Satellite Membership

NA

PEC

NA

Communication

NA

Leadership Development

NA

Strategic Alliance

NA

Website

NA

Fundraising

NA

Other

A thank you note from Tricia Clement was shared.

Upcoming Dates:

- Newsletter Articles Due Date – January 15
- Monthly Programs
 - Naked Negotiating: December 7
 - January 11 After Holiday Holiday Party
 - February 7 Past Presidents Program
- Next Board Meeting: January 6, 9 – 10 AM Conference Call
- Save the Date – Board Winter retreat Feb 3 afternoon & evening

Reminders:

- Post all meetings and e-blast to the Google calendar
- Copy Cheryle Grinter, Chapter Administrator, kcmpi@kcmpi.org on all e-mails that pertain to operations.

Shana Hoy, CMP, President, adjourned the meeting at 10:26 AM.

Members Present

Shana Hoy, CMP, President

Kara Brady, President Elect

Allyson Boshenski, Director Monthly Programs

Jill Quinn, VP Finance

Mandy Petzold, Director Special Events

Andrea Heldt Coates, Director Leadership

Shari Hockenbery, CMP, VP Education

Chris Aquino, Director Membership

Tricia Clement, CMP, VP Membership

Members Absent

Sarah Morrissey, CMP, Director Strategic Alliance – Excused per Shana Hoy, CMP, President

Michelle Lizak, CMP, Immediate Past President – Excused per Shana Hoy, CMP, President

Karen Hoch, VP Communications – Excused per Shana Hoy, CMP, President

Non-Members Present

Cheryle Grinter, Chapter Administrator

Patti Gaughan, CMP, Audit Chair



Board of Directors Meeting Agenda
Friday, December 2, 2011
8-10 a.m.
Location: Francis Family Foundation
M&I Bank Building
800 West 47th Street, Suite 717
Kansas City, MO 64112

Parking: Visitor parking is located on the roof of the parking garage. A skywalk is located between the two buildings on the 4th floor. Take the elevator to the 7th floor.

- I. **Call to Order** "This meeting will come to order"
- II. **Review/Approve November Minutes**
- III. **Audit Committee Report** (Patti)
- IV. **Unfinished Business/Actions from November Board Meeting**
 - Cheryle Grinter will send Mandy Petzold a budget vs. actual in Excel...**Done**
 - Shari Hockenbery, CMP will reach out to the American Heartland Theatre to get the fundraising discussion questions answers and the Coterie to see if they have a similar opportunity-**Shari please feel free to give us an update at the December Board Meeting! ☺**
- V. **Financial Report** (Jill Quinn)
- VI. **Dashboard Matrix Report** (Kara Brady)
- VII. **New Business/Discussion Requested by Committees:**
 - KCMIC Update (Shana)
 - Adopt a family at ReStart KC? (Shana)
 - Chef's Association Event Fall 2012 (Shana)
- VIII. **Leader of the Quarter**
 - Vote
- IX. **Committee Reports and Finance Review**
"Actions this past month"
"What is your team working on for the next 30 day? Do you need assistance?"
 - Presidents (Shana Hoy, CMP, Kara Brady, Michelle Lizak, CMP)
 - Education & Programs (Shari Hockenbery, Allyson Boshiski, & Mandy Petzold)
 - Membership (Tricia Clement, CMP & Chris Aquino)
 - Communications (Karen Hoch)
 - Leadership Development (Andrea Heldt Coates)
 - Strategic Alliance (Sarah Morrissey, CMP)
- X. **Other Business**
 - REMINDERS:

- Newsletter Articles Due Date – January 15
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➤ GENERAL REMINDERS:

- Post **all meetings and e-blasts** to the Google calendar
- Copy Cheryle Grinter, Chapter Administrator (kcmpi@kcmpi.org) in all emails that pertain to operations.

XI. Attached

- November minutes to be approved – Cheryle
- Budget Review – Patti
- Auction P&L – Cheryle
- Budget vs. Actual – Cheryle
- October Metrics – Kara
- Available sponsors – Sarah
- Absent Board Report – Sarah
- 2012 PEC Prospectus – Shana
- Program Committee Minutes – Shari
- Missing – committee member report – Andrea

I. Adjourn

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