



Florida Sunshine Chapter

Meeting Date:
August 12, 2009

Board Meeting Minutes Compiled by:
Joan C. Ford, Secretary



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Date & Time of Meeting

August 12, 2009
4:00 to 5:17 PM ET

Attendees

A total of seven individuals attended the August Board meeting:

Andre, Bill – Webmaster
Bergweiler, Martha – Assistant Membership Chair
Bowles, Sherry – Treasurer
Ford, Joan – Secretary
Hales, Jack – Chapter Co-Chair
Keller, Chuck – Chapter Chair
Smilnak, Mike – Membership Chair

Note: Amy Stourac, Programs Chair was not in attendance.

Location

Teleconference.

Membership Report

Current membership is 99; had peaked at 102. We expect to see a spike closer to the Southern Proposal Accents Conference (SPAC) in late October.

Email distribution list is about 1,000 addresses (used to publicize chapter meetings, SPAC, etc).

Mike Smilnak discussed potential for a membership brochure touting benefits of APMP membership – for event/conference usage as handouts and takeaways. The brochure might include information on how to become a chapter member; we would arrange printing through a company like Kinko's.

This type of brochure could be a physical way to augment our virtual chapter. Mike will draft content for flyer and forward to board members for their review.

We also discussed consideration of a special membership award to be given to those members who attend all four annual chapter meetings.

Treasury Report

Sherry Bowles reported that we started the year with a balance of \$965.

- *In 2Q 2009, we received a membership rebate from APMP for \$727.50 based on a total of 97 members.*
- *Our current balance is \$4,842.*
- *We received \$2,112 for participation in the 2008 SPAC. We hope to receive a larger rebate this year based on attendance at the October conference.*
- *Expect rebate of about \$2,700 for members.*



Potential expenses going into 2010 include replacement of webinar service; use of conference line; use of server; telephone line; and webmaster fee. Chuck Keller will follow up with Cal Vandivier on some of these expense items.

Sherry Bowles confirmed that we can continue to use TYBRIN to provide webinar service.

Per next year's APMP conference, we discussed providing funding as recognition for host chapter, such as the purchase of marketing collateral to match 'going green' theme of conference. If we are going to give APMP funds to support conference – set a budget per head – commit to APMP what we get on an annual basis for our rebate (e.g., several rebate payments during course of year). Let APMP spend as they see fit; in return we would request visible publicity for chapter and recognition as a chapter sponsor. Chuck Keller suggested we provide APMP \$2,500.

Officers voted in favor of Chuck's recommendation. We're really giving back APMP funds vs. our own monies. We are in a very good position from a financial standpoint especially considering we are a very young chapter.

Sherry will contact David Winton and Betsy Blakney and explain we wish to offer \$2,500 in exchange for publicity and sponsorship.

Chapter Funds Expenditures

Chuck suggested that we create a budget based on two initiatives: 1) service to members and 2) recruiting.

We could consider initiating a scholarship/grant program to provide funding for accreditation fees and for regional and national APMP conference registrations.

We brainstormed potential criteria for scholarship/grant eligibility (e.g., attendance at chapter meetings, recruitment, and chapter membership). In terms of timing, we discussed making these awards on an annual or semi-annual basis.

Amy Stourac, Mike, and Sherry will develop ideas for implementing the scholarship/grant program.

We are providing a free SPAC registration for our September meeting door prize.

Publicity

Chuck has posted a report in last issue of The Perspective; another in next issue.

Chuck and Bill Andre will continue to maintain our FL chapter website.

SPAC

SPAC Date & Location: Friday, Oct 30 at Cobb Galleria in Atlanta, GA

SPAC Theme: Little Shop of Proposal Horrors

Will have an accreditation event before SPAC facilitated by an approved training org. Session will be held at the host hotel. Mike Parkinson will also conduct a million dollar graphics seminar – for certification. Both will be held on October 29.

Chuck encouraged board members to publicize and attend SPAC, and to take advantage of early bird registration and hotel registration.

Programs Report

September Program: Learn how to get proposal contributions from nonprofessional writers.

December Program: Possible topic of membership appreciation and potential annual end-of-year event. Consider awarding members who attend all four annual mtgs with a significant prize. Another initiative that we could announce – Southern CA chapter has idea to form a scholarship for APMP accreditation; details forthcoming. Chuck will collaborate with Amy on December topic.

Potential meeting dates for December chapter meeting: December 2 or 9.

Chuck congratulated everyone for their efforts in achieving chapter award at the APMP national conference in June.

Job Descriptions

Chuck asked officers to review job descriptions one last time; comment on all descriptions and return comments to Chuck by August 21.

The revised descriptions will be posted to our website.

Election of Chapter Officers for 2010

Jack Hales will contact individual officers to assess interest in same or different role. More than one nominee goes to a general election of general membership in Dec

Jack will also solicit 'new blood' among general membership.

The 2010 term runs from Jan – Dec 2010.

Also consider appointing some folks as assistant chairs to key positions such as Publicity and Program Chairs.

Jack will put together the nomination slate. He reported that two chapter members have expressed interest in officer positions.

Chuck plans to run for Publicity Chair in 2010 (and give up Chapter Chair role). Chuck remarked he would like to see two new faces on the Board each year. We can have as many appointed positions as we deem necessary.



Upcoming Meetings

General Membership Meetings

3rd Chapter Meeting of 2009: *Our third chapter meeting will be held on September 23.*

4th Chapter Meeting of 2009: *Slated for early December.*

Board Meetings

Our final board meeting will be held in November; date TBD.