



Minutes  
MPI MN Board of Directors Meeting  
December 14, 2011  
Doubletree Hotel Bloomington

**Present:** Lisa Marie Borchert, CSEP; Sue Daly, CMP; Nicole French; Dianna Fuller, CMP, CMM; Gretchen Harrington; Melissa Leal; Nikki McLain, CMP; Lynnette Offen, CMP; Barb Oswell; Robert Payne; Stephanie Ripley, CMP; Melissa Palank (staff); Nara Berson (SCOE – Leadership Development), Tracey Smith (Mentoring: Power of 2 – Leadership Development) , Melissa Deming (Emerging Leaders – Leadership Development)

**Absent:** Donna Patrick, CMP, CMM (excused); Jen Ruthig (excused);

**Call to Order and Announcements**

The meeting was called to order at 9:16 a.m by President Sue Daly.

**Adoption of Agenda**

*Motion: Dianna Fuller moved to adopt the agenda as amended; seconded by Lynette Offen– Motion Passed*

**Consent Agenda**

*Motion: Lynette Offen moved to approve the consent agenda; seconded by Stephanie Ripley– Motion Passed*

**Team in Review**

Lynette Offen introduced the members of the Leadership Development team that were present at the meeting. She also provided an overview of each area they represent and the volunteers that help with their work.

**Update on Chapter Activities** – in addition to the TSRs, which were distributed to the board prior to the meeting, the following are updates from each area.

**President's Report**

Sue Daly provided an update for Donna Patrick regarding nominations, which are underway. We currently have two applications. She also asked the board to encourage their committee members to apply.

**Communications Report**

Nikki McLain briefly introduced Search Engine Optimization, which Lisa Marie Borchert will elaborate on further into the meeting. She also mentioned the committee is reviewing the MOTM newsletter format, since it may have to change with the move to a new platform. Nikki Mc Lain also reviewed the Web site and social media analytics from the past month with the board. Finally, she mentioned the Senior Planner Circle of Excellence Group has an updated Web page.

**Education Report**

Melissa Leal reviewed the numbers for the meeting – we had 227 pre-registered. She also reviewed past numbers from the recap.

**Leadership Development Report**

Provided as part of their team in review presentation.

### **Membership Report**

Robert Payne reported as of November 30, 2011, our chapter had 446 members, which is 14 less than our goal. There are 25 less members than there were last year at this time. Dianna stated the membership committee will be moving away from sending out anniversary pins. Not only have we been inconsistent with the practice in the past, but there is general consensus the pins aren't valued.

### **Strategic Alliances**

The financial reports for November were distributed to the board prior to the meeting and approved as part of the consent agenda. Nicole French reviewed the financials with the group. She also provided an overview of the Holiday Party and Silent Auction.

### **Administrative Report**

Melissa Palank mentioned the board she will be out of the office from December 26 – January 2. She also reminded the board there will be no TSRs for January due to the holidays and date of the board retreat.

### **Discussion Items**

#### **Review progress on MPI MN Policy & Procedure revision process**

Barb Oswell updated the board on the progress of the policy and procedure revision process. The board had provided their initial revisions and Melissa Palank is working on putting together the final version. The board had a discussion regarding four major revisions that centered on movement of duties from one committee to another. The board will vote on the revisions at the January board meeting.

### **January Board Retreat**

There will be an executive committee meeting at 12pm on Thursday, January 5 – the retreat will follow at 3pm.

### **Inter-Committee Email**

Please send Barb Oswell four to five bullet points by Sunday for the Inter-Committee email.

### **New Business**

#### **February Board Meeting**

The February Board meeting will be held on February 8<sup>th</sup> at 2pm at Pittsburgh Blue in the Galleria in Edina. This will allow the board to attend the Mingle immediately following the meeting.

### **How to Increase SEO**

Lisa Marie Borchert introduced Search Engine Optimization (SEO) to the board. SEO is the process of improving the visibility of a Web site or Web page in search engines using natural (unpaid) search results. She discussed initial ideas with the board to increase how frequently our Web site appears in the search results list. Lisa Marie Borchert will research additional options, including budgeting for SEO consultants in the future.

### **Senior Planner Circle of Excellence Web site**

Provided during the Communications Report

### **Other Business**

#### **Sponsor Review and Thank You Cards**

The board sent out thank you cards to sponsors, speakers, renewing members, etc...

**Pending Agenda Items**

Policy and Procedure Review - Tabled until the New Year

Leader of the Month Nomination – Tabled until the New Year

Sponsor Prospects

Team in Review (January) – Strategic Alliances

The next board meeting is scheduled on January 5<sup>th</sup> at 3 p.m. at Radisson Roseville

Adjourn at 10:30 a.m.

Respectfully Submitted:  
Melissa Palank