SMPS Society for Marketing Professional Services **Chicago**

SMPS Board Meeting Agenda :: February 1, 2017

In Attendance:
Attended via Phone:
Did not Attend:

Meeting Called to Order:
Pass Minutes from last meeting: First: Second:
Old Business:

Programs	**Consent Items**
	• January Program Results – 16 respondents 4.84/5
	New Business/Discussion Topics
	• February Program – Project Delivery Methods • February Program w/ CMAA – 38 registered as of 1/31/17, need to promote • March Program – Breanne with Gilbane planning the event – Panel on Women in the A/E/C industry • April Program – Mellissa with Power planning the event – Considering Nathan wood as speaker - topic below. He spoke at national, but is look for a $2000 speaker fee. As a board, would we consider paying a speaker fee? Have we in the past? If so, what amount are we comfortable with? He did say it was negotiable.
Professional Development	**Consent Items**
	• N/A
	New Business/Discussion Topics
	• Scholarship award changes - Go from 3 scholarships to 1
Special Events	**Consent Items**
	• Spring Networking (Membership focus) Event o WEDNESDAY March 1st – Booked with venue o 5:00 – 8:00 PM o Highline, 169 West Kinzie Street o Apps & Drinks, 2 per person, cash bar after that. o $50 Ticket with $25 "bring a guest"
	New Business/Discussion Topics
	• Raffles/Door Prizes • Seeking Sponsors
Communications	**Consent Items**
	• N/A
	New Business/Discussion Topics
	• Artwork discussion regarding One North and/or the addition of new members to our committee to help.

Membership	Consent Items	
	CONSENT ITEMS: Current Total Members: 247 Current Regular Members: 240 Changes in January: • New/Transferred Members: 9 • Renewals: 14 • Dropped Members: 3	New/Transferred Members (January): • Joanna Baum (Berglund Construction) • Elizabeth Becker (Pappageorge Haymes Partners) • Samantha Hellmuth (WSP Parsons Brinckerhoff) • Katherine Heringhaus (Collins Engineers, Inc.) • Teresa Huemann (Jensen Hughes) • Tammy Pearce (Graef) • Jacki Polancic (Cannon Design) • Jewell Washington (Shen Milsom & Wilke) • Mark Wildman (Walker Parking Consultants) Drops (January): • Holly Kosir (The Roderick Group) • Rebecca O'Brien • Jennifer Requiron (Burns & McDonnell)
	New Business/Discussion Topics	

	New Business/ Discussion Topics:
	• New member buddy program. EAP, BOD, membership committee volunteers (via Shreena Shah)
	• Mktg coordinator group – solo marketing teams
	• New Member Lunch – Date TBD (Tom Fennell)
	• Membership Drive update:
	   ○ Application sent! ☺
	   ○ 3/1 or 3/2 Event: Special Events/Membership Coordinating Details
	More details coming (recruitment, communications, in-kind sponsors, etc)	

Sponsorship	Consent Items	
	• N/A	
	New Business/Discussion Topics	

	Sponsorship Topics
	• Programs
	  ○ January Program
	    ▪ <mark>Graphic Update on Website & E-Blast Communication? (Tina Millan specific)</mark>
	    ▪ 2 Program Sponsors Secured (CCS & HKS - $500/firm)
	    ▪ <mark>Jennifer Graham to move forward with "Sponsor/Attendee Intros?"</mark>
	    ▪ Name that Annual Sponsor (Platinum/Gold Only) - Microdesk
	  ○ February Program
	    ▪ 2 Program Sponsors Secured – Pending Confirmed Topic (Microdesk & Bluebeam - $500/firm)
	    ▪ Jennifer Graham to move continue with "Sponsor/Attendee Intros?"	

	- Name that Annual Sponsor - Skender - March – May - Solicitation Not Started – Pending Confirmed Speakers/Topics - Annual Sponsor - Solicitation Complete (1) Platinum (8) Gold (2) In-Kind Gold (Cushing & Golden Square. Same as 2016 – recommending better tracking to help us make an informed partnership for 2018) (9) Silver (1) In-Kind Silver (Same as 2016 – assuming Bob Elmore is happy, maintain relationship in the future) - Goal: $35,000 - Progress: $38,250 - Mention Firm Names at Programs? "Consider them when seeking services that align with their firms"? - Annual Sponsor Banner – To be Printed for January 11th Program (Cushing) - Update to Website – January 4 - Quarterly Usage Summaries to Annual Sponsors (Vicki & Crystal) – copying Treasurer - April 1 - July 1 - October 1 - PD/Special Events/Membership - Charrette completed December 21 to focus on the future support of each committee. New sponsor package opportunities? - Scheduling follow-up dates required to lock in ideas/recommendations for each to present at February/March Board Meeting - Parking Lot - Lanyards - Annual Business Meeting – Provide Annual Sponsors Opportunity to Display - Update Sponsorship Solicitation Form for '17 – '18. - Chapter Demographics? - Recognition/Display Table @ Annual Business Meeting? - Name that Sponsor Recognition? - SoMe Recognition that is referenced in solicitation packet? Proof? Volunteer that can promote and execute recognition of firms?

Past President	**Consent Items**
	• N/A
	New Business/Discussion Topics

	• EAP meeting set up for Feb 16th – 10 attending
	• Volunteer event – getting suggestions from EAP, will schedule something after that
	• HRC – only six from our chapter – 85 people total
	   - To compare – we had 350 people attend Chicago
	   - How can we help to push this number? E-blast? EAP?
	   - Build Business is driving distance for 12-chapter region so everyone is attending that, and only 8 weeks apart
	• Member only event – who is driving this? My vote is Ro – great way for folks to get to know her as our next leader
	   - Help from Special Events committee?
	   - What month is good for this?

Treasurer	**Consent Items**
	• N/A
	New Business/Discussion Topics
	• Treasurer's report still in progress • Update on the status of our tax return • Balance on the account
President Elect/Chapter Liaison	**Consent Items**
	• N/A
	New Business/Discussion Topics
	• SMPS Linked In Account – 19 Pending invitations • PLS Conference
Secretary	**Consent Items**
	• N/A
	New Business/Discussion Topics
	• Board Survey Results - TBD
President	**Consent Items**
	• N/A
	New Business/Discussion Topics
	• IL ASLA • Chapter administrator • HRC Update/Sponsoring Heartland Regional Conference • Sponsoring Build Business • Members Only Event (free) • The "I am not saying the name" update • Volunteer activity? • Update from Tom and Kari on the Future City Competition • Report on Microdesk

Meeting Adjourned ()

XX moves to adjourn the meeting :: XX seconds