

# Board Mtg Minutes

## SEATTLE CHAPTER

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Date 10.12.2022 | Meeting called to order at: On-line 12:07

Attendees: Robert Blakey, Fawn Wilson, Michael Wodrich, Melanie, Daunuser, Mariesa Oxford, David Longmire, Adam Thordarson, Natalie Ortega, Cindy Strickland, Eric Ringstad

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### Call Meeting to order – Michael

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- ~~1. August Meeting Minutes~~ Will review September in the next meeting
2. September Financials – Financial meeting will be moved to 11 am after the member breakfast

### New Business

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1. **World Workplace Event** Very incredible. Well attended by our chapter ~16 or 17 people. Adam, Melanie, and Michael were able to connect and get energized about everything upcoming to be discussed further throughout meeting. Some ideas were spawned out of the event. Content from World of Workplace was bought and paid for by attending.
2. **FM Pipeline** Community, High School and College programs to advance interest in FM. 5013c non for profit; last year at WOW, conduit for building a pipeline of talent and interest. Has been remarkably successful in other chapters. They want to move into Washington State.
  - a. What is the chapter's role? Connect with other chapters to help determine plan of action. We will put on roadmap for implementation in 23 or 24.
  - b. How involved do we want to be? We can include this as ongoing business on our agenda. Get more input and determine what this means. Great thing for the profession and that is why we are interested.
  - c. It could be a great catalyst for mentorship program.
3. **Personalized Emails**
  - a. President, programs, sponsorship, membership Alias accounts have been set up. We are trying to pilot embedding these aliases into our website so there is a needle and thread to help tie historical initiatives when the torch is passed.
  - b. Should there be an Education Email? Maybe so it goes to both Melanie and Tony. It would be beneficial for the lunch and learns specifically. Setting them up, etc.
  - c. Fawn will archive all so no communication is lost.
  - d. We want to make sure this is making communication easier and not more challenging. It is a good idea to cc IFMA email on IFMA communication.
  - e. Good idea to have a simple script for new members, so we are sure to get the benefit that we want from it.
  - f. Let's monitor traffic through these emails as we roll this out.
4. **Sponsorship**
  - a. Updated sustaining sponsorship packages. Added in a Diamond Prime, increased value of each sponsorship and the plan is to increase sponsor revenue. We should increase from ~24k up to ~60k through these new sponsorship packages.

- b. 2023 rollout to past sponsors will take place over the next week and a half followed by full rollout. **There are always opportunities to plug sponsorships. Approach organizations that you think will see the value.**

## 5. **Member Meeting**

- a. Low attendance – last member meeting had about 35-40 people.
- b. Additional blast was sent out to increase awareness
- c. Phone tree was set up by Adam and distributed to increase awareness on a more personal level. **Thank you to everyone who has attempted to make contact with potential attendees.**
- d. Michael and Fawn are coordinating program for meeting. **We have an agenda set.**
- e. **2.5 Hours engagement time**
- f. **Pam Armstrong is coming up from Oregon to support Cindy and Q&A**
- g. **Raffle for Membership giveaways**
- h. **Touchpoint on education with Melanie**
- i. **Cannot giveaway membership because everyone at the Breakfast will be a member already – maybe we can give them away at the holiday party. Robert suggests raffling them off to his students in his FM class. Everyone in this meeting should ask their peers if they want to throw their names in the hat for a free membership.**
- j. **QR code at the meeting; questions throughout, likes and dislikes, what's missing, what is working.**
- k. **Career Center**
- l. **Credential Overview (Robert)**
- m. **~62 IFMA Credentialed Members – highlight for mentorship to new/young members**
- n. **30<sup>th</sup> anniversary of the IFMA Certified Facility manager Credential.**

## 6. **Balanced Scorecard**

- a. Use KPIs to quantify objectives and targets.
- b. Information will need to be made available by responsible party prior to each meeting. **Michael and Lisa will connect offline to determine the process of uploading and sharing information.**

## 7. **Poker Night Recap :**

- a. **Broke even, really fun event. GREAT JOB ADAM!**
- b. **High energy, a lot of fun, looking forward to the Feb event**
- c. **James King might be taking over the poker events.**

## 8. **Discuss: Other Upcoming Events:**

- a. Facility Manger Roundtable; October 21, 2022
- b. Top Golf Event; November 17, 2022
- c. Holiday Party; Thursday, December 1<sup>st</sup>, 2022 – Jellyfish Brewing?
- d. Discuss: Are too many events diluting attendance at each?

## 9. **Alert: Meeting plans for remainder of 2022:**

- a. November 9<sup>th</sup>: **In-person** 12pm-1:30pm
- b. December: **In- person** at Holiday Party

10. **Suggestion to implement Communication chair – website, content, social media, newsletter, helping to increase our effectiveness.**

**Open to Committees for Updates**

Adjourned: at 1:07 by Michael. See most of you in the morning and thank you so much for your time and participation.

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**Next Meeting – Pacific Tower – In person/virtual November 9<sup>th</sup>, 12 pm – 1:30 pm – 1200 Twelfth Ave South Unit 110 Seattle, WA 98144**

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