

# Board Mtg Agenda

## SEATTLE CHAPTER

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Date 11.08.2022 | Meeting called to order at: 12:11 PM

Attendees: In Person – Cindy, Melanie, Maury Costantini, Fawn Wilson, Pam, Lisa Welcome  
– Online – Adam Thorandson, Robert Blakey, David Longmire, Andre Marie

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### Call Meeting to order – Fawn

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1. October Meeting Minutes – motion to approve – cindy 1<sup>st</sup> Melanie 2<sup>nd</sup>
2. October Financials – motion to approve – adam 1<sup>st</sup>, Melanie 2<sup>nds</sup>

### New Business

Fawn following up on social media analytics – Linked in report – increasing engagement 288 followers now from 60 in January. 82 posts this year, 6.7k connections, peaked in august, 98.15% engagement rate. 3.2 k clicks, Facebook report – 92.52% page engagement rate, 2.3k clicks, 4.5k impressions, 741 new fans, Instagram report – 60 followers, increased by ~20 since January, 1.9k followers,

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#### 1. Calendar of Events

- a. Live on Website – will help to fill sponsorships too
- b. Projected dates are up on the calendar portion and also listed on homepage
- c. Fawn will update website if dates need to be changed

#### 2. Website Form

- a. Available on portal – thanks adam – really well thought out resource for updating website. Anyone can fill it out and it will go directly to Fawn so she can make updates.

#### 3. Social Media

- a. Need to evaluate how often we are sending out social media and content
- b. How it fits into AMI contract
- c. Fawn will get report on how many posts/week, click through rates and followers. – dive into delta – moving forward let's outline events and we can fill gaps in with other content.

#### 4. Social Media Representative/Chair – we have the website submission form that will help to bridge the gap specifically with the online presence. We are missing out on identifying opportunities within the chapter to highlight across social media. Photos taken during event and ability to send out. Or follow up post with content of event. Currently someone at event takes image and thinks of caption. If we centralize we have the opportunity to increase the relevancy of social media posts. Flickr account could be added to the website so we can centralize photos.

- a. Bridge between AMI and chapter
- b. Any ideas on FM? Maybe a team of associate member (pro marketing person) and FM? – It would be nice to have an FM in this role to increase FM involvement on committees and BOD.

#### 5. News You Can Use

- a. To continue monthly – there was discussion about quarterly – but we see a lot of value in monthly. Melanie has an updated outline that covers added content for NYCU.
- b. Lisa featured in November – Tony in December
- c. Melanie handles content, but anyone comes across something of value please share with Fawn and Melanie so it can be included.

## 6. Board Portal

- a. Updated with links to websites – ask Michael about that

## 7. Sustaining Sponsors

- a. Last year's have been contacted
- b. Fawn is invoicing those who have not been responsive – dated 1/1/2023
- c. It went live last week to all IFMA associate members
- d. Michael and Tony are meeting with JLL about Diamond Sponsorship

## 8. Facility Tours

- a. Are we getting enough traction with these? – Cindy sent contact which has been shared with Eric for Climate Pledge – Possibly Angel of the Winds for January.
- b. We need to start getting them scheduled so we can advertise them and plan

## 9. Lunch and Learns

- a. Scheduled for Jan, Feb, March, April and May
- b. Program Sponsors provide lunch and learn presentations – Gold, Silver and Platinum sponsors have the opportunity for intro prior to lunch and learn – Diamond level sponsorship has the opportunity to present on an education topic – With the caveat that it is approved by programs /education committee. Programs committee has opportunity for 2-3 minute intro for an event. Lunch and learns and FM roundtables are aligning with Core competencies this year. Jan – communication. Nail down timeline to confirm speaker – pre event coordination call – speaker ideally is confirmed 8 weeks out.
- c. Melanie drives lunch and learns and coordinates with Adam for scheduling
- d. Idea to host a lunch and learn focused on women in Facilities Management – maybe even invite female FMs from other organizations to speak. A panel was done several years ago that was very well attended. -
- e. If anyone has an idea for a suggestion for a core competency presenter please share with Adam and Melanie.

## 10. FM Roundtable

- a. Jan 20<sup>th</sup> – kick off 11 core competencies season with Communication Core Competency.
- b. Looking for anyone who works as a negotiator or communication professional for roundtable. – aligning the lunch and learns with the roundtables. 2 roundtables each month. 1<sup>st</sup> – open form – 2<sup>nd</sup> – more core competency focused – either an expert or someone who can frame the conversation well.

## 11. Upcoming Events

- a. Top Golf – Nov 17<sup>th</sup> – sold out of sponsorship and attendees – Fawn had to increase by 4 bays
- b. FM Roundtable – Nov 18<sup>th</sup>
- c. Holiday Party – Dec 1<sup>st</sup>
  - i. 12 – registered 1 – sponsor catering locked in – deposit has been made
  - ii. Does anyone's company want to make a donation for the silent auction? Lisa and Kyla are working on silent auction.
  - iii. Ugly sweater sponsorship has been sold
  - iv. At jellyfish brewing in Georgetown with BBQ catering

## 12. Alert: Meeting plans for remainder of 2022:

- a. December: In- person at Holiday Party 4-5 at jellyfish brewing

FYI Fawn is on vacation from Dec 15<sup>th</sup> – January 7<sup>th</sup>

Dues increase is taking place starting January from \$219 to \$239 national. If paid prior to December 31<sup>st</sup> then you get the current rate of \$219. There is something in the works to update Knowledge Library Platform. Way easier to receive content from that platform.

### **13. Membership Update**

- a. 233 members – 7 new, 3 associate and 4 professional
- b. 7 new
- c. Highlight new members at events with something on their badge
- d. 3 full memberships are still available to be given away at prior to Dec 31<sup>st</sup>
  - i. How are we going to give those away – maybe through Roberts FM school

Open to Committees for Updates

Adjourned: 12:58

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**Next Meeting – In Person – Prior to Holiday Party**

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