

# STRATEGIC PLANNING SESSION MAY 24, 2023

SEATTLE CHAPTER

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Date 05.24.2023 |

Attendees: Adam, Fawn Wilson, Michael, Cindy, Bonnie, Melanie, Lisa, Eric Ringstad, Chris Foster

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## Call Meeting to order – 10:28

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1. April Meeting Minutes
2. April Financials

## New Business

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1. Establish where we want the organization to be in the next 2 years
  - a. Have an established enough chapter and membership so we can start lobbying at the state level
    - i. How do we go from where we are now to where we want to be
2. **South Sound Acquisition** **South Sound is officially closed**
  - a. Adam will be onboarding S Sound over the next couple of weeks –we will be onboarding over the next couple of weeks
  - b. Someone is already interested in the social media chair
  - c. Coming with about 30 members
    - i. Opportunity to host SOME events down there, not everything
    - ii. A ton of new potential members
      1. How do we get our name out there? Both new folks and existing FMs

Open to Committees for Updates

Adjourned: 12:57

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## Next Meeting –

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## PROGRAMS

Currently: tours, expo, golf events, baseball events, social events, roundtables, poker  
Look at scorecard in October to see what has been going well and focus our energy there.  
Growing successful events  
Attendance level for all events

Tours: 15-25 folks generally  
Roundtables: typically slim looking at cutting in half when re planning  
HH – networking event – 13-15 people at first one –  
Event submission form

## EDUCATION

– lunch and learns, mentorship program, powerful facilities  
PSE pulled sponsorship for powerful facilities  
Potential opportunity to join forces with facilities expo  
Melanie has reached out to Tacoma power

Lunch and learns – more lead time for more participation  
But even with a smaller group, there is really good engagement  
S Sound – L&L – opportunity to utilize Bates College in Tacoma

Joining up with programs – For tour/L&L  
HH and Tour

Mentorship – hosted to website but it has not been launched

Multi-Day conference – it has been discussed in the past and we can revisit if PFEC is dissolved – potentially regional and for Q4 24 or Q1 25.

## GROWTH/STRUCTURE

Over the next two years, we will grow to the south  
Build out presence both in seattle and s sound  
Potential to move east once more established locally  
Potential for multi-day conference

\*\*we need to grow appropriately

Where are our strengths and what are the determining factors

Do we need folks at head of committees

Day of outline for each event

One person spearheading event

## MEMBERSHIP

Reached out to all members – welcome messages – members who are not active, members who are part of IFMA but not Seattle Chapter, past members whose membership is no longer active.

Strategies to continue membership growth –  
Getting people to events

New members need to be introduced around so they can meet people and want to get engaged

Potentially looking back into our own organizations

What initiatives can we potentially lift off the ground within the next 2 years

Tabling – career fairs – professional members present

Searchable member list

Incentive for bringing in non-members

Collab w/ programs HH or Breakfast/coffee

Event location distribution –

Asking members what they want to see

Getting more people involved because time is the most valuable/

Collectively putting together a strategy to recruit more involvement

What is a good way to pull data with existing members

## DATA/TRACKING/SCORECARD/FINANCE

Scorecard up to date is one of the most important efforts for the rest of the year. It will determine the course of the chapter for 24 and 25.

Finance – last exec meeting – discussed getting Mariesa a direct line to financials

Be involved in end of year

Get raw data that turns into monthly p&l

Can Mariesa do an API pull

Ideally we can see previous month in less than 14 days

## MARKETING – 8 WEEK LEAD TIME

Photography – how do we integrate that into the growth of the chapter

Slide decks at events

QR code for flicker account to post at events

What does growing linked presence on linked in look like?

Resharing and adding a note

AMI does all social media

Do we get all assets together and funnel to AMI OR do we post ourselves

We need a narrator who has a pulse on all events to bring social media together

Social Media Liason

SWAG – hats/sweatshirts

## **NYCU**

**Potentially more thoughtful approach to member highlight**  
**Provide links to events on NYCU**  
**PDF or website?**

## **ACTION ITEMS:**

### **PROGRAMS (ADAM)**

**Referencing scorecard to refine programming (Adam)**  
**Nail down all tours – fully locked in (Eric and Adam)**  
**Collaborate with Fawn on multi-day conference**  
**Start collaborating with Patrick Haley (Seatac AirCargo)**  
**Hosting Airports conference next year in May – get IFMA Seattle very involved**  
**They will be hosting monthly meetings now through next may in preparation for event**  
**2024 planning starts in August**

### **EDUCATION (Melanie)**

**Figure out PFEC by September**  
**Driving Mentorship**  
**Coordinate with Programs**

### **MEMEBERSHIP (Cindy/Chris)**

**Onboarding (Adam)**  
**Welcome Messages**  
**Adding recognition function**  
**Asking members what they want to see**  
**Timeline to establish tabling program/budget**  
**HH/Breakfast collab with programs**  
**Buyer's Guide (Chris)**

### **SPONSORSHIP (Adam/Lisa/Fawn/Michael)**

**Create meeting to discuss trajectory of sponsorships over the next 2 years (Fawn)**

### **MARKETING (Bonnie)**

**Develop slide decks**  
**Consent /legality for sharing photos**  
**QR Code**  
**Social – LinkedIn**  
**SWAG – Cost/Items (Fawn)**  
**IFMA National (All members or Adam/Michael)**  
**NYCU (Melanie/Fawn)**

### **GROWTH/STRUCTURE (ALL)**

**Outline (Fawn)**

**Membership – (ALL) – driving additional resources**

**DATA/TRACKING/FINANCE (FAWN)**

**14 Day turnaround from AMI for finance**

**Scorecard**

**ISO Training seminar in July 18<sup>th</sup> and 20<sup>th</sup>**

**EXPO – July 11**

**Eaton Tour**

**New Member Breakfast July 20<sup>th</sup>**

## **TIMELINE FOR ELECTIONS**

**Per Bilaws - Past president puts forth a name for each position**

**We have been doing that more informally**

**Ballot goes out to all membership to vote**

**Nominations are as follows:**

**President – Adam**

**VP of Programs – Kyla**

**VP of Education – Melanie**

**Secretary – Lisa**

**Director at Large - Tony Kaufman**

**Treasurer – Mariesa**