



Board of Directors Meeting

Approved Meeting
Minutes 5.14.18

May 14, 2018 | 5:30 – 7:30 p.m.

Large Conference Room at The Harrington Company, 4248 Park Glen Road, Minneapolis, MN 55416

Attendees:

P	Mohamed Diab, President & CEO	P	Alisha Walter, Director at Large
P	Chris Doyle, Past President	P	Manish Kalra, Director at Large
P	Janice Pyka, President Elect & COO	A	Sara Swanson, Director at Large
P	Joe Perzel, Director of Finance	P	Matt Mehring, Director at Large Position
P	Geraldine Marks, Director of Governance	P	Jenny Wothe, Executive Administrator

Guest: Hakki Isik (for Events Registration Presentation)

Current Membership: 3,546 on 3/31/18: 96 New Members, Retention rate 70.05%

	YTD Budget (April 2018)	YTD Actual (April 2018)	Reason(s)
Income	\$110,489.00	\$66,769.08	*Please see attached memo with
Expense	\$215,312.00	\$201,115.66	details.
Net	\$(104,823.00)	\$(134,346.58)	

Forecast Budget Changes:

May 21st Dinner (DoubleTree by Hilton- Park Place)	MC: Geraldine Marks NMO: Janice Pyka Table: Michelle Wilson & Stephanie Gipson
June 12th Breakfast (Midland Hills Country Club)	

5:45 p.m.	<p>Call to Order by M. Diab</p> <p>Adoption of Agenda: Additions: It was requested time be added for a mentor-mentee presentation and discussion on a new opportunity the Prof Dev Committee has been approached with. Action: J. Perzel made a motion to approve the agenda with the additions, 2nd by M. Kalra. The motion carried unanimously.</p> <p>Approval of April 2018 Board Meeting Minutes. Action: J. Pyka made a motion to approve the minutes as presented, 2nd by M. Kalra. The motion carried unanimously.</p>	<p>QUORUM Established with 8 members</p>
<p>2018 Strategic Direction</p> <ul style="list-style-type: none"> • Strategic Goals <ul style="list-style-type: none"> A. Expand market coverage B. Deliver expert solutions C. Drive efficiencies and engagement • Updated 2018 Strategic Directions <ol style="list-style-type: none"> 1) To increase and maintain our strategic focus on the improvements that matter 2) To develop and deepen our member centricity by knowing and meeting their needs 3) To strengthen and stabilize our organizational agility to continuously improve and adjust 		

PMI-MN Mission: To provide value to members and the community through opportunities for career development and to advocate the advancement of the project management profession and its disciplines



6:00 – 7:00 p.m.

Board Operations and Strategic Initiatives

1. Presentation on the Events Registration Process/Credit Card Processing: Hakki Isik, TrimaxSecure, provided an overview on the new internal events registration process/credit card processing to the Board, highlighting what steps have been completed and what is in progress. Discussion was held, with questions relating to the use of discount codes and if there will be event leads will be able to log in to view registration information for their events.

C. Doyle noted at this time the Greeter team will use their own laptops during registration, this is their preference. He recommended this be a budget items next year. He also noted they will need to look at purchasing a printer, possibility this year yet. Right now they will be able to use a personal printer.

C. Doyle presented a proposal to route the phone calls to TrimaxSecure through Ring Central; this will use an automated service with a menu of options for the caller to select. Depending on the topic the calls will then be routed to the Harrington Company, TrimaxSecure or TicketWorks.

Action: The Consensus of the board was to move forward with the transferring of the phone number to the automated system run through Ring Central.

Discussion was then held regarding the costs associated with this system; Chris noted a cost comparison analysis of this system versus TicketWorks was conducted during the decision making process. He will make it available to all members on SharePoint. Members requested a charter be created for this project.

President Diab stressed all meeting minutes related to the development of this internal registration system and all other related documents must be available in a folder on SharePoint.

2. Financial Status: J. Perzel was no longer present at this time. A brief summary was given based on the memo provided in the packet.
3. Board Liaison Roles: Tabled until June due to time constraints.
4. Discussion on Prioritizing Strategic Initiatives and Action Cards Analysis: President Diab presented his two-page strategy & business plan for approval. He noted this two-page document is to be used as a high-level overview, for reporting purposes at the Board level a more detailed format will be used.

Action: President Diab made a motion to approve two page strategy & business plan, 2nd by M. Kalra. The motion carried unanimously.

M. Mehring provided a brief presentation on strategic initiatives reporting. He stressed the board needs to prioritize the initiatives; once this is completed he recommended tracking no more than ten initiatives. He noted the MarComm action card is still needed, and consistency needs to be implemented through the action cards. He stressed the Board should align the initiatives as strategic and operations.

Discussion was held regarding the next steps going forward.

5. Revised Code of Conduct and Volunteer Agreement: Members were reminded to review the document and provide feedback to G. Marks.
6. Nominating Committee Update: President Diab noted Betty Ingram has agreed to serve as chair again this year.



Currently she has recruited five other members; she would still like one additional member. The first meeting will be scheduled soon.

7. Revised Chapter Leadership Roles and Responsibilities Document: Members were asked to review the document and provide feedback to J. Wothe.
8. LIM October 4-6, 2018 Los Angeles, CA (who is going?): Tabled until June due to time constraints.
9. Transition Challenges Update: Tabled until June due to time constraints.

President-Elect/COO Report

Operations Committee (J. Pyka)

- Chairs needing approval/open positions:
 - Approval of IT Co-Chairs

Action: J. Pyka made a motion to approve Brandon Guthman and Victoria Wehmeyer as co-chairs for IT, 2nd by C. Doyle. The motion carried unanimously.

- Operations committee updates:
 - No update provided due to time constraints.

7:33 p.m.

Action: Motion to Adjourn by J. Pyka & 2nd by G. Marks. The motion carried unanimously.

Next Meeting Date: June 11th, 2018

Additional Items:

1. Discussion regarding Chair Responsiveness/Participation:
Discussion was held regarding a Chair's lack of response to Board and committee requests. G. Marks recommended a formal notice be provided to the Chair outlining the Board concerns and the possible next steps if the Chair fails to meet the expectations outlined in the notice. Discussion was held. Recommendation of looking at adding a co-chair to assist with the role.

Next step: The Board decided to have J. Perzel have a conversation with the Chair regarding re-engaging.
2. Prof. Dev. Opportunities: M. Kalra noted Prof. Dev. has received a request to teach courses outside the PMP prep tailor made courses (this goes beyond PMP prep- also teaches agile and others. This would be done through a revenue-sharing model with the instructor teaching the course. C. Doyle noted it would be similar to what was done in Bismarck, ND about five years ago. The consensus of the board was to move forward with this model project. C. Doyle and M. Kalra will work to draft a contract for the project.
3. Mentor-Mentee Program Presentation: Tabled until June due to time constraints.

	Action Items	Responsible	Status/Comments	Due Date
1	Combine Code of Ethics & Professional Conduct Proposal document with current volunteer agreement. Correct typos. Look to Harrington for process recommendations. Gain Board approval to move forward for all Board Members / Elected Officers, Representatives of the Chapter including Committee Chairs and Co-Chairs, Volunteers for PDD and Instructors for Prof. Dev.	Feedback by fellow Directors due to G. Marks	Presented at the 4/9/18 meeting, direction to members to review and bring revision to the May meeting for final approval	6/11/18 Board Meeting
2	Deploy Marketing Plan- Work with Dean to get updates on the 2018 plan for Marketing, along with an outline for a 3 year vision to present to board.	S. Swanson	S. Swanson is working to set up meeting with Dean, unable to get response. J. Perzel will assist in scheduling.	
3	M. Karla requested to continue conversation surrounding Prof. Dev. and volunteers who teach, and it is not a paid position.	M. Karla		2/5/18



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4	Add language to the Operations Playbook regarding authority of committee chairs to sign contracts/agreements up to \$1,500 if budgeted, all unbudgeted contracts/agreements need approval of the President-Elect	J. Pyka	Direction for Directors to review and provide feedback to J. Wothe	5/14/18
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Respectfully submitted by: J. Wothe

Jennifer Wothe

From: Doyle, Chris [Chris.Doyle@wolterskluwer.com]
Sent: Thursday, May 31, 2018 6:35 PM
To: Jennifer Wothe
Cc: Sara Swanson; Sara Swanson; Manish Kalra; Kalra, Manish; Alisha Walter; Geraldine Marks; Joe Perzel; joeperzel; Janice Pyka; Janice Pyka; Doyle, Chris; Chris Doyle; Mohamed Diab; Geraldine Marks; Matt Mehring
Subject: RE: Draft May Board Meeting Minutes

During the meeting I gave anecdotal examples and (based on a question from Matt Mehring) offered to create a more formal comparison report:

- In 2017 Volunteer Services ran a Saints Game event, in which we charged \$10 per ticket (we allowed one free ticket for Volunteers and Long Time Members). To cut costs Volunteer Services handled ticket distribution (i.e. TicketWorks only provided web services for credit card processing) and the TicketWorks billing for that event equaled the revenue for the event (i.e. TicketWorks per ticket transaction costs proved to be roughly \$10 per unit). See <https://pmimn.sharepoint.com/Finance/Shared%20Documents/Forms/AllItems.aspx?viewpath=%2FFinance%2FShared%20Documents%2FForms%2FAllItems%2Easpx&id=%2FFinance%2FShared%20Documents%2F2017%20Ticketworks%20Settlements%2F2017%2E08%2E18%202017%20Social%20Event%20-%20Saints%20Baseball%20Game%20-%20Settlement-CORRECTED%2Epdf&parent=%2FFinance%2FShared%20Documents%2F2017%20Ticketworks%20Settlements> ; \$1543 invoiced for 130 attendees = \$11.86 per unit in TicketWorks charges; If you check “registration processing charge” it was \$10 per unit; PMI-MN actually paid TicketWorks \$833.80 for the event (we lost money); In 2017 we actually lost money .
- During the Paid Services RFP process we reviewed prior paid services expenses, an TicketWorks billing averaged around \$70K per year. See https://pmimn.sharepoint.com/:x:/r/Finance/_layouts/15/doc.aspx?sourcedoc=%7Bdd1a94eb-0388-479f-864c-47eabc392043%7D&action=default&uid=%7BDD1A94EB-0388-479F-864C-47EEBC392043%7D&ListItemId=106&ListId=%7B3ABC5EBC-A7D8-411F-9228-0DED72FE5AB7%7D&odsp=1&env=prod ; \$75,080.42 was the actual amount in 2017.
- A review of credit card processing costs for TicketWorks, based on the TicketWorks Settlement Statements shows a transaction rate in excess of 8%. See <https://pmimn.sharepoint.com/Finance/Shared%20Documents/Forms/AllItems.aspx?viewpath=%2FFinance%2FShared%20Documents%2FForms%2FAllItems%2Easpx&id=%2FFinance%2FShared%20Documents%2F2017%20Ticketworks%20Settlements> ; In 2017 PMI-MN had Gross Sales of \$646,750.70 that ran through TicketWorks, and we paid TicketWorks \$75,790.42 = \$75,790.42 processing fees / \$646,750.70 gross receipts = 11.72%; In 2017 we 2855 paid registrations with TicketWorks (that averages \$26.55 per registration in Ticketworks costs)

Compare that to the information we provided the BOD and Ops for in-house estimates:

- We pay Elavon (per the contract displayed and on file with the BOD):
 - A onetime fee of \$400 for software licensing (2 products)
 - A processing rate of 4% + \$0.30 per credit card transaction (purchases or returns)
 - A monthly fee of \$65
 - In the event of a disputed transactions, we pay \$15 for each occurrence (these are typically very rare)
- TriMaxSecure
 - Accumulated onetime charges not to exceed \$1500 (and already in the IT budget) for implementation of:
 - Credit card (Elavon) payment and refund integration into PMI-MN.org
 - Volunteer Credit integration into PMI-MN.org
 - Sponsor payment processing integration into PMI-MN.org

- Integrated branding (i.e. you will only see a PMI-MN logo during transaction processing, and you will stay on PMI-MN.org web pages)
 - Ring Central phone menu automated switchboard
 - Menu Selection reporting and vendor (e.g. hotel) notification
 - Nothing beyond the current standard operating costs for event content deployment (e.g. same cost whether its free or paid)
- Volunteer Services program for “Greeter” team (already implemented and deployed), who will assist event participants (registration table) and handle Sign-In, Badge / Ticket distribution, handling ad-hoc purchases
- Revenue / Expense projection:
 - 2018:
 - In-house implementation (onetime) and processing costs estimated at \$3,491
 - \$400 (Elavon software - onetime)
 - \$1500 (TriMaxSecure updates and changes)
 - + \$65 per month (Elavon monthly charge = \$520 for remaining 8 months)
 - + roughly \$1,591 in Elavon transaction rate (2017 Jul-Dec TicketWorks gross sales sans PDD of \$87,964 X Elavon 4% transaction fee = \$1,379 plus 705 transactions during that same period X \$0.30 Elavon transaction fee = \$212)
 - TicketWorks estimated reduction of \$9,906
 - Already moving all TicketWorks event transactions for July 1st 2018 and beyond to In-House
 - PDD is only piece of TicketWorks contract left in for 2018
 - Above estimate is cost of TicketWorks in 2017 for Jul-Dec, **not** including PDD
 - **Assuming numbers close to 2017, TicketWorks’ charges of \$9,906, less in-house estimates of \$3,491, should yield a cost reduction of roughly \$6,415.**
 - **Our Revenue for the same period increases because the per transaction cost is dramatically reduced (i.e. charges to process a \$25 Dinner ticket go from \$19 under TicketWorks to \$1.30 in-house using Elavon) Sample reference: <https://pmimn.sharepoint.com/Finance/Shared%20Documents/2017%20Ticketworks%20Settlements/2017.10.10%20October%202017%20Breakfast%20Settlement.pdf> **Boosting revenues by about \$32K (based on 2017 credit card sales for the Jul-Dec period; \$34,482 gross sales - \$2,511 Elavon fees)****
 - 2019:
 - PDD to roll into in-house solution
 - Again using TicketWorks data from 2017, figure TicketWorks would cost around \$78K
 - Those same 2050 credit card transactions for \$593K in gross sales would cost
 - \$780 per year based on an Elavon monthly fee of \$65
 - \$23,720 (4% of \$593,000)
- \$62 (\$0.30 X 2050 transactions)
 - **\$568K in-house as opposed to \$515K; a \$53K positive difference**

Thanks!

From: Jennifer Wothe [mailto:jennifer.wothe@pmi-mn.org]
Sent: Thursday, May 31, 2018 2:56 PM
To: Doyle, Chris <Chris.Doyle@wolterskluwer.com>
Subject: Re: Draft May Board Meeting Minutes

The one that you referenced at the last board meeting that was done as a comparison of the internal system and TicketWorks.