



IFMATM Oregon & SW Washington Chapter

International Facility Management Association

IFMA – 2020-21 STRATEGIC PLANNING – MEETING MINUTES DATE: June 24, 2020

In person attendance: Dyann Bernatz, John Bernatz, Liz Scott, Fawn Wilson, Paige Tisdale, Glo Webb, Ted Spears

Online attendance: Bobbie Redington, Bobby LaRon, Tom Albers, Paul Hamilton

Call to order: 9:05am

**Roundtable Introductions were made.
Dyann went through schedule for the day.**

KEY INITIATIVES – INCOMING PRESIDENT

- Set Strategic Vision for new year
 - Add mission and vision statement to website
- Proactive Strategic Planning ahead of new fiscal year
- Collaborative planning setting initiatives and guidance for all committees
 - Change the name to Education Programs
 - Call for Committee members
 - Update Committee list
 - Specific committee for social media
- Relationship/Team building to start off the new year
- Budget aligned with goals and outcomes measurable
- Reward for board member hard work
- Executive Director to participate for continuity

VISION: Align our Strategic Partnerships for Flexibility – Work Proactively, Not Reactively

- Focus on building and restructuring our committees
 - Updated Membership List
 - Outreach to members for involvement with committee
- Recruiting new members
- Determine possible partnerships with other similar organizations w/similar mission
 - CHREA
 - OSHE
 - Seattle IFMA
 - CSI
 - ORLA – Restaurants and Lodging
 - APPA

- Vendor education opportunities with our FMs virtually
 - Sponsor spotlight (what they are doing this time)
 - Webinar spotlight
 - 9 sustaining sponsors (Silver/Platinum)
- FM education opportunities with our Members virtually to share best practices
 - FMP, SFP, CFM
 - Sponsorships
 - \$2500 for the instructor
 - Discounted rate for materials
- Succession Planning
 - Term – 2 year commitment (list of succession in white board notes)
 - Executive Committee Rotation w/Board Members

Board Membership Structure

- Succession Planning – maximum is 10 (list of succession in white board notes)
 - Committee Leaders/Members
 - Board Members
 - Board Secretary
 - Board Treasurer
 - President-Elect
 - President

Executive Director Support

- Review overall scope for BOD
 - File Manager (Board Portal) – Microsoft Teams
 - Minutes and Agendas
 - Updating Membership
 - New Member packet / New Member Email
 - Send out responsibilities for the Board
 - Succession of communication between the ED and the board.
 - Ifma.admin email will remain and goes to Fawn Wilson
 - Contract was signed for AMI
 - QuickBook update and New Bank account established
 - Constant Contact was approved
 - Fawn will create a new sponsor sustaining PDF
 - New Squarespace/wordpress site come DEC – start to discuss in September.
 - No Newsletters
 - Membership Brochure (HQ)
 - Benefits
- Recommendations to the BOD
 - Create OSWW signatures for the board
 - Don't need two bank accounts
 - Move Golf out of the reserve.

- Tom states that there is an updated contact email list.
 - Fawn will send over a report of all the kick back list.

Budget

- Align with strategic goals for the year
 - Budget was created and approved
 - Fawn and Ted discussed the format that the chart of accounts.
 - Golf Income Paul stated that it changed
 - Increase in Membership due to the increase \$175
 - Voted to do away with the numbers

KEY INITIATIVES FOR COMMITTEES – 2019-20 Outcomes/2020-21 Proposed Initiatives & Goals

*Themes adjusted for pandemic environment

MARCOM (Bobby LaRon)

Drastic shift in focus, need to have spokesman for IFMA in the Chapter area.

- 40-year Anniversary – World Workplace
- Experience Managers vs Facilities Managers
- Thank a Member Day
- Build on relationship with HQ in order to represent IFMA in the area

Social Media

- Spotlights – Kudos
- Social Media take over weekly FM Members
- Insta, Facebook, Twitter, LinkedIn
- Approval from Committee before it goes out
- Lump approval one day out of the month
- Interview with an FM
- Events
- AMI is contracted for social media
- Video Interview” What does it mean to be a FM in these days?”

Community Service (Glo Webb)

- Virtual event that supports COVID impact
- Virtual Raffle
- Joint Cause
- Wapato Jail outreach center
- PCC Building Program: 20k defunded
- John and Dyann Committee members

Membership (Tom Albers)

- Essential workforce
- New member benefit option

- “Call on our Member” Campaign
- New Member Packet
- 30 min Zoom Call
- \$5 Gift Card
- Send Dropped members in Board Packet
- Looking to add 3-5 members to the committee
- Social Media Highlights
- New Member referral: Gift Card
- Focus on Non-members and new members at events
- Mary is also on the committee
 - Liz
 - Paige

Educational Event Committee (Paige Tisdale)

- Virtual shift
- Building tours
- Training
- President invites Sponsors 1+1
- 36 max people + BOD & Sponsors
- Virtual Award Event, Aug 6th
- Zoom Awards 4:30pm – 5pm, 5pm – BOD Only dinner
- September, Providence (Virtual)
- October, FM Panel
- November, Virtual Networking – wine tasting, happy hour
- Committee: Ted, Liz, John, Paige, Glo

Scholarship (Ted Spear, Bobby LaRon)

- Timing shift
- \$3,000 split between applicants
- August 15th deadline
- Promote for credential
- September award
- 1 for college 1 for FM

Sponsorship

- Review current sponsors
- Board Member – relationships with a sponsor
- Ed Intros w/Sponsors
- 6-Platinum, 3 – Silver

- Take to dinner
- Invite to a free event as incentive to sponsor
- 12 Sponsors = \$0 to members
- Update PDF of Benefits
- BOD is Committee
- Outline Sponsors that we want to be sponsors
- Send renewal invoice with a bottle of wine
- New potential sponsors
 - Cherry City & Electric
 - Crystal Greens
 - Pathway Signs
 - Interstate
 - Portland Contracting
 - Don Rayne
 - Energy 350, Liz- Josh
 - Orange Wall
 - Elevator Company
 - Allied Security

Symposium (Liz Scott, Ted Spear, John Bernatz, Paige Tisdale)

- Depends on pandemic state – determine in January 2021
- Sponsorship alignment
- Dr. Dean Keynote
- April 15th, 2021
- Look at multiple venues

Golf (Paul Hamilton, Liz Scott, Paige, Tisdale, Wendy Weaver, Bobby LaRon, Matt Pearson)

- Type of event in pandemic state
 - 120 golfers
 - Box Lunch
 - Added potential sponsorships
- Sponsorship alignment
- Registration will open up next week