

MEETING RECAP & MINUTES



Date/Time:
Meeting:

October 19, 2022 12:00 p.m.
ASAM Board Meeting

Present: James Bockheim, , Dan Hall, Travis Koetje, Jon Lunderberg, Mike Martinchek, Jennifer Sanford, Brian Strick, John Turner.

Absent: Chris Fennema, Ann Plummer, Mark Rysberg

Prepared by: Jon Lunderberg – 616-299-8243

ACTION ITEMS

Item	Assigned	Follow-Up Date
Financial Statements: June 30, 2022 FYE and Monthlies to Date	Ann Plummer	11/16/2022
Executive Recruiting: Please identify candidate and lift up their names to the Executive Team. John Turner will schedule a 4Q Executive Team meeting to review and develop candidates	Board & John Turner	10/31/2022

NEXT MEETING(S)

When	Where	Who	When	Purpose
November 16, 2022	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting
December 21, 2022	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting
January 18, 2023	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting
February 15, 2023	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting
March 15, 2023	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting
April 19, 2023	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting
May 17, 2023	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting
June 21, 2023	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting

MEETING AGENDA

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|-------------------------|---------------|---------------------|----------|
| 1. Executive | John | 7. Safety/Education | Jennifer |
| 2. Executive Recruiting | James | 8. MCOY | Travis |
| 3. Legislative | Chris? | 9. Membership | Brian |
| 4. Financials | Ann | 10. Programing | TBD |
| 5. CWDA | Dan – On Hold | 11. Open Discussion | |
| 6. Marketing & Admin | Josh | | |

MOTIONS

M/S/C (Motion, Support, Consent) to approve the 9/21/2022 minutes.

MEETING MINUTES

Call to Order: John Turner called our Board Meeting to order at 12:08 p.m.

M/S/C (Motion, Support, Consent) to approve the 9/21/2022 Minutes.

Executive (John Turner): John formally welcomed the board to his first board meeting. As you recall, we had an efficient 15 minute board meeting as a part of our 9/21/2022 board retreat. The key take aways from the retreat were 1) growing membership, 2) rekindling the engagement to pre-COVID levels, and 3) exploring a part time Executive Director (ED) options. Mike Martinchek accepted a position at Miller Davis in their Pre-Construction Department after almost 11 years at Andy J. Egan Co., Inc. Mike's commute will be shortened from 54 miles to 7 miles. Board member development was an action item and now is a bigger one. Chris Weaver will work with us to identify potential candidates to try to replace Mike.

ASA National (James Bockheim): James attended his 2nd National Meeting. The ASA National goals are to rejuvenate ASA. The current membership has 2,227 members and the goal is to hit 5,000 within a year. ASAM is at the 70 percentile as a function of size. SUBExcel has been between 200-250 attendees and ASA wants to double attendance to 500. ASAM should work to get Richard Bright (COO at ASA National) or Rusty Plowman (President at ASA National) to MCOY 2023. FYI -- The last time we had the ASA President at MCOY, the speech was too long and off topic. Other chapters provide equipment training for 1) platform, 2) all-terrain vehicles, 3) scissor lifts, and articulating boom lifts – ASAM should consider including this value added service with MacAllister and/or United. About half of the ASA chapters allow general contractors to join as members with no voting rights and no leadership. A/Es could be another source for new members. GCs and A/Es as ASAM members is food for thought. Out of the 34 ASA chapters, 26 have EDs; therefore, ASAM is one of the eight chapters without an ED. James is working on an ED job description based on information obtained at the ASA National meetings.

Financial (Jon Lunderberg for Ann Plummer): Ann is working with ASA National to reconcile the membership list. Ann will provide a list of “members” whose 7/1/2022 to 6/30/2023 dues have not been paid; the board will reach out to engage with the companies on that list. Ann is completing her final review of June 2022 and will provide the FYE financial statements for the board review and approval at the 11/15/2022 board meeting. Since I filled in for Ann, I will add that the multi-year (at least five years) June 30 fiscal year end report with the most current monthly is very helpful to see the trends.

Executive Recruiting (James Bockheim): James’ new role will be executive recruiting. **Please let James know of potential board candidates or volunteers.**

Legislative Update (James Bockheim?): None.

CWDA (Dan Hall): Inactive.

Marketing (Josh Weston): The monthly Scoreboards were distributed. The only action item was to explore ways to freshen up the mail-chimps. Short 15-20 second clips recorded on a cell phone might be a good tool.

Safety (Jennifer Sanford): The 11/3/2022 walk through with OAK will be at a project near Cedar Springs. The walkthrough will be lead by Ryan Kalman, Bouma’s Safety Manager. When we use Andy J. Egan Co., Inc.’s facilities, Mike Lilly will be the new point person replacing Mike Martinchek. John Turner graciously offered their new facility as an option.

MCOY (Travis Koetje): Follow up meetings with the 2022 MCOY nominees are done. We were planning on returning to Fredrick Meijer Gardens to use our pre-COVID deposit, but the LMCU Ball Park venue was a very positive item for the MCOY Nominees – stay tuned.

Membership (Brian Strick): The ASAM board needs to re-engage with the prospect list that was distributed. Personal asks have better hit rates than blast e-mails. The onboarding for new members provided by James Bockheim and Brian Strick have helped get new members engaged. We should consider using some of the M-Biz documents as a part of our recruitment.

Programing (Mike Martinchek): We had 32 attendees with Paul Isley on 10/12/2022. It was an outstanding presentation. **Filling a \$2,500,000,000 (\$2.5 Trillion) hole with \$5,500,000,000 (\$5.5 Trillion) of government spending was simple, brilliant, and a great explanation for at least half of our 8+% inflation.** We should consider making Paul Isley an annual event. Wolverine is targeted for the November CAF. Some of Wolverine’s key presenters were not available on 11/9/2022. We need to solidify the date and do the best we can with deer hunting season.

From the Floor: No remarkable comments with the exception that entire board appreciated Mike Martinchek’s service, lamented his resignation, and wished him well with his new position at Miller Davis. Thank you Mike for a job well done.

Adjourned: John Turner adjourned the board meeting at 1:12 p.m.

Submitted by: Jon Lunderberg
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