



Jenn

Date/Time: **March 16, 2022 12:00 p.m.**
Meeting: **ASAM Board Meeting**

Prepared by: Melissa Kinstner – 616.550.8482

Present: Chris Fennema, John Turner, Dan Hall, James Bockheim, Melissa Kinstner, Jennifer Sanford, Travis Koetje, Mike Martinchek, Brian Strick

Absent: Jon Lunderberg

Guest:

ACTION ITEMS

Item	Assigned	Follow-Up Date
Financial Statements: July 2021 to January 2022 monthly financial statements are open.	Ann Plummer	4/20/2022
Membership Recruiting: Please update James, Melissa, and/or Brian with your ASAM board recruiting efforts	Entire Board	4/20/2022

NEXT MEETING(S)

When	Where	Who	When	Purpose
April 20, 2022	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting
May 18, 2022	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting
June 15, 2022	Bistro Bella Vita	Board	12:00 p.m.	Monthly Meeting

MEETING AGENDA

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

MOTIONS

M/S/C (Motion, Support, Consent) to approve the 2/16/2022 minutes.

MEETING MINUTES

Call to Order: James Bockheim called our Board Meeting to order at 12:07 p.m.

M/S/C (Motion, Support, Consent) to approve the 2/16/2022 Minutes.

Executive (James Bockheim): Mask mandates are being lifted nearly everywhere. Going to continue updating language from subcontractors to trade contractors/trade partners. Board members to bring ideas as to how this should be communicated to the public.

Executive Recruiting (James Bockheim): April will be a board slate overview with it going to members at May GMM. Jon and Ann to stay on in their roles as secretary and treasurer, respectively. John Turner will be moving to president. Tony will be stepping aside and focusing on the national level, leaving room for James to stay on in the executive recruiting role. Mike confirmed he will stay for another term, as did Chris F. Aim to maintain 12-13 board members total.

Legislative Update (James Bockheim): No Report

ASA National (Tony Vermaas): Tony was unable to attend, but sent notes regarding SubExcel to be shared with the board. Approximately 160 attendees of which 35-40 were likely vendors. That attendance is way down

from years past. James explained that difficulty getting to the location probably played a big part. National has been focusing on legislative, will continue to do so, but also working on higher levels of engagement and membership.

Financials (Ann Plummer): Ann was unable to attend due to illness. Sent a note stating that will send final June reports out this week to board group, and will send out updated quarterly, monthly statements as she makes her way through final review.

CWDA (Dan Hall): No Report – Inactive for foreseeable future.

Marketing (Melissa Kinstner): Website traffic was down quite a bit this month, but expect an uptick as MCOY language starts to go out and directs people to the website. Still waiting for Newsletter articles and will get that out as soon as possible. Will be sending out MCOY sponsorship info, contact list, and calendar reminders.

Safety (Jennifer Sanford): Quarterly safety meeting at Andy Egan went well and had about 15 people attend. The speaker from AirGas was very good/entertaining. Safety walk-through also went well. Nate at Erhardt was a great host and brought donuts. Attendees shared info on some new products. Safety Symposium at EV was very good. Not a ton of trade contractors – about ½ were EV employees. Good presentation, John had a chance to pitch ASAM. Dependable Fire Protection wants to rejoin – Brian to reach out. Jenn asked Seth if he would be interested in being a guest speaker at some point.

MCOY (John Turner): MCOY committee met and continues to check things off the list. Melissa will send all materials to review. Last MCOY Nominee Series is April 13th at Pioneer. Because Pioneer is providing food and drink, we will drop ticket prices to \$10 each – still a lot of effort that goes into coordinating/marketing an event. Also helps prevent people signing up simply for ‘free food’, or signing up and not showing up.

Membership (Brian Strick): Online application is now available – huge time saver. One more way of avoiding those barriers to membership. Ken Bos has been very engaged + has a lot of contacts. Pioneer event will be a good one to bring potential members – a few board members are already planning on to do so.

Programing (Travis Koetje): Pioneer MCOY Event will replace regularly scheduled April GMM, rather than holding (2) events on the same day.

Travis also brought up a possible trade contractor lead time and pricing “cheat sheet” as a resource for GCs – value-added piece. Maybe a monthly email with “Approximate” numbers provided by the different services with ASAM logo and appropriate disclaimers.

Adjourned: James adjourned the board meeting at 1:13p.m.

Submitted by: Jon Lunderberg
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