

MEETING RECAP & MINUTES



Date/Time:
Meeting:

May 19, 2021 12:00 p.m.
ASAM Board Meeting

Prepared by: Jon Lunderberg – 616-299-8243

Present: James Bockheim, Steve Coates, Matt DeVries, Chris Fennema, Dan Hall, Travis Koetje, Jon Lunderberg, Mike Martinchek, Carrie Osborn, Jennifer Sanford, Brian Strick, John Turner, Matt VanHekken, Nell Witting, and Matt Zimmerman.

Absent: Ann Plummer, Mark Rysberg, and Tony Vermaas.

ACTION ITEMS

Item	Assigned	Follow-Up Date
Financial Statements: The 7/1/2020 to 6/30/2021 Annual Budget and the 2021 monthly financial statements are open.	Ann Plummer	6/16/2021
Board Retreat Dates: We will solicit dates for a June or July board retreat.	Nell Witting	5/19/2021
MCOY: The 2019 data from the nominees needs to be summarized and distributed – this data is confidential.	James Bockheim & Nell Witting	TBD

NEXT MEETING(S)

When	Where	Who	When	Purpose
September 16, 2020	Andy J. Egan Co., Inc.	Board	12:00 p.m.	Monthly Meeting
October 21, 2020	ZOOM	Board	12:00 p.m.	Monthly Meeting
November 18, 2020	ZOOM	Board	12:00 p.m.	Monthly Meeting
December 16, 2020	ZOOM	Board	12:00 p.m.	Monthly Meeting
January 20, 2021	ZOOM	Board	12:00 p.m.	Monthly Meeting
February 17, 2021	Andy J. Egan Co., Inc., or ZOOM	Board	12:00 p.m.	Monthly Meeting
March 17, 2021	Andy J. Egan Co., Inc. or ZOOM	Board	12:00 p.m.	Monthly Meeting
April 21, 2021	ZOOM	Board	12:00 p.m.	Monthly Meeting
May 19, 2021	Andy J. Egan Co., Inc.	Board	12:00 p.m.	Monthly Meeting
June 16, 2021	Andy J. Egan Co., Inc. or ZOOM	Board	12:00 p.m.	Monthly Meeting

MEETING AGENDA

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

MOTIONS

M/S/C (Motion, Support, Consent) to approve the April 19, 2021 minutes.

M/S/C to approve the four-person slate of Jennifer Sandford, Brian Strick, John Turner, and Matt Zimmerman for the July 1, 2021 to June 30, 2024 term on the board of directors.

MEETING MINUTES

Call to Order: James Bockheim called our Board Meeting to order at 12:05 p.m.

Executive (James Bockheim): A list of MCOY sponsorships was distributed to the board of directors. We need the board to leverage their relationships – please add your name to the list and make successful calls for sponsors. Nominations for MCOY are also in process – we need the board to follow up with members to get the nominations returned. Nell Witting will be the keeper of the master list. Welcome to Matt Zimmerman. The board retreat has been postponed for too many months – we are looking at a June or July 2021 event. We will target a Thursday or Friday afternoon during work hours. Nell Witting will send out a survey.

M/S/C (Motion, Support, Consent) to approve the April 19, 2021 minutes.

M/S/C to approve the four-person slate of Jennifer Sandford, Brian Strick, John Turner, and Matt Zimmerman for the July 1, 2021 to June 30, 2024 term on the board of directors.

Executive Recruiting (Steve Coates): The Executive Team reviewed the board candidates and developed the slate of candidates. Future leaders at ASAM are a continuous activity.

Legislative Update (Tony Vermaas): Jimmy Greene is on board to provide a legislative update to ASAM. We need to set the scope for the update. We will also rely on the board to lift up legislative items as well. The mask mandate from MIOSHA is not changing quickly; politically this is a difficult topic.

ASA National (Tony Vermaas): National controls the membership renewal notifications. In 2020, we deferred notifications and had a very successful retention rate. For 2021, we should have a similar plan. Stay tuned.

Financials (Ann Plummer): The financial report will be tabled to the June 2021 board meeting.

CWDA (Dan Hall & Carrie Parcher): CWDA is in a holding pattern. A CWDA update is in the ASAM Newsletter.

Marketing (Nell Witting): The ASAM newsletter is ready to go and will be sent when MCOY sponsors are finalized.

Safety (John Turner & Jennifer Sanford): The June walkthrough will be in-person with OAK at Frederick Meijer Gardens.

MCOY (John Turner): The MCOY event is taking shape. All the big decisions are locked in. **Next week (5/24/2021), the links for nominating will be sent out. The MAIN point of the event is the MCOY Award. We need every ASAM member nominate and vote.** 2019 was our highest percent participation due to board of director efforts. For the same price, attendees will get five more tickets than prior years. Attire will be casual. We will have multiple food stations. Every sponsor company will have a “pod” for networking.

Membership (Brian Strick): There are several companies on the call list. Brian is developing a membership database with active members and prospects by trades and locations to identify targets and prospects.

Programing (Travis Koetje): We had 25 people attending the May GMM with Dr. Paul Isley. The data and feedback from the May GMM were positive and timely. Zoom call fatigue may be pulling the numbers down. We expect a rebound with in-person meetings. There is positive support from the board for June’s GMM to be a social event with adult beverages.

Adjourned: James adjourned the board meeting at 1:02 p.m.

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