

PMI CENTRAL FLORIDA

January 2025 BOARD MEETING AGENDA

11:00 AM Saturday – Dubsdread Golf Course

ATTENDEES

Title	Name	Attended	Title	Name	Attended
President	Daniel James Scott	X	VP Marketing	Barbara Robinson	X
VP Finance	David Siegel	X	VP Technology	Richard Andrade	X
VP Programs	Alexandria Keyes	X	VP Member Relations	Anthony Valentino	
VP Records	Rick Longhi	X	VP Recruiting	Melanie Lowery	
VP Military Outreach and Development	Kistler Fletcher	X	VP Career Development	Open	
VP Education	Open				

AGENDA

Call to order 11:00 AM Eastern time

AGENDA – PENDING and UNCOMPLETED BUSINESS

[AGENDA ITEMS]

PMI Central Florida Chapter

Region: 14 | Chapter Code: C069 | Chapter ID: 100000131

25 January 2025 Board Meeting Agenda

Dubsdread, 549 W Par St, Orlando, FL 32804

Zoom: <https://stetson-edu.zoom.us/j/93058691069?pwd=JBTGQ5NyunKuDW6YCMHTXrNXHQvUG.1>

Zoom Recording: <https://stetson-edu.zoom.us/rec/share/Sj3rcuqT8LTlou0oUkukrU9TxAcCQjKRcaJRc4d6z39GY1V9bnbOcJolrFrS7BGg.WHIUgZJbKckawMQY>

Passcode: XrF!D3w6

Call to Order (begin meeting minutes)

Chapter Resources

- PMI CLF Website: <https://pmicfl.org/>
- Chapter Management: <https://chapters.pmi.org/>
- PMInsight Volunteer Resource Hub: <https://www.pmi.org/leadership-central/chapter-volunteer-resources>
- [Annual Plan and Catalog of Core Services Worksheet.xlsx](#)
- 2025 Chapter Renewal FAQs: https://drive.google.com/file/d/1ngL1PLT_VIoI3nzqYkTUcq09RPVS03xD/view?usp=sharing
- ThoughtSpot: <https://pmi.thoughtspot.cloud/> (use “Single Sign On”)
- Membership: 1966 active members (as of 1/23/2025)
 - A third of our members are new within the past year.
 - Our retention rate is 63.25%, meaning our churn rate is 36.75%.
 - 60% of our members are certified, 40% are not.
 - A majority (60%) of our new members are not certified.
 - 5,718 potential (additional) members in our region.
- PMI Contacts
 - Region Mentor (Region 14): Debra McDaniel, debra.mcdaniel@mentor.pmi.org
 - Chapter Engagement Partner: Meghan Coretto, meghan.coretto@pmi.org
 - Chapter Operations Analyst: Jason Harbonic, jason.harbonic@pmi.org
- Upcoming 2025 PMI Annual Kickoff Call Series
 - Part 1: Leadership Essentials

- January 30, 12:00–1:00 PM EST
- [Register Here!](#)
- Learn how to plan seamless transitions, run impactful board meetings, and navigate policies to set your chapter up for success.
- Part 2: Role Exploration & Connections
 - January 31, 12:00–1:00 PM EST
 - [Register Here!](#)
 - Understand the importance of your board role, explore resources to enhance your skills, and collaborate with peers in role-specific breakout sessions.
- North America Leadership Institute Meeting (<https://www.pmi.org/lim/>)
 - 9-12 November 2025 | Phoenix, Arizona (In conjunction with PMI® Global Summit Series North America 2025 on 12-15 November)

Introductions

- President: Daniel James Scott, Stetson University
- Vice President of Records: Ricardo Longhi, Cap Gemini
- Vice President of Programs: Alexandria Keyes, Orange County Public Schools
- Vice President of Education and Certification: Grady Meeks, Jr.
- Vice President of Marketing: Barbara Robinson
- Vice President of Member Relations: Anthony Valentino, WWT
- Vice President of Membership and Recruiting: Melanie Lowery, Dalton Wade Real Estate
- Vice President of Technology: Richard (Rick) Andrade, PEO
- Vice President of Treasury and Finance: David Siegel, Vanguard
- Vice President of Military Outreach and Development: Kistler (Flex) Fletcher, Sr., AdventHealth

- The Oversight Officer: David Libby, My Lax Academy

Board Emails

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kistler3@hotmail.com

gradymeeks@gmail.com

kailibby22@gmail.com

2024 Recap

- Financial review
- What went right?
- What could have gone better?
- What challenges are left to face?

Board Administration

- Completed
 - **Hold a special election to fill vacant roles.**

- **Upload missing tax filings**
- State of Florida corporate renewal.
- Ongoing
 - **Maintain meeting minutes for all board meetings** (Where kept?)
 - **Engage in PMI Onboarding to align the board with PMI resources and guidance. (CLO courses in PMI accounts are required for board service recognition at end of term)**
 - *Establish Ways of Working Agreement (proposal:*
https://docs.google.com/document/d/19vYcQHE6AqQZrlNzxuD7wFX0swO51UoMr_7IsDe0qGk/edit?usp=sharing)
 - *Build trust within the board through team-building initiatives (Emoji Challenge!)*
 - *Plan and execute a Volunteer Recruitment Strategy*
 - *Develop a Revenue Stream Strategy*
 - Grow membership? Students?
 - Other programming options?
 - Sponsorships? Government funding (educate the community)?
 - *Ensure board presence at LIM (November) (Alignment with PMI Strategy)*
 - *Explore Student Clubs as a volunteer pipeline (Alignment with PMI Strategy)*
- By March 31st
 - **Annual Plan/Catalog of Services/Charter Renewal to align chapter goals with PMI's strategy.** (February board meeting? Last year's renewal:
<https://drive.google.com/file/d/1WQ2ounpKgpZawll1Ty3ferjMsO3ejYrY/view?usp=sharing>)
- By June 30th
 - Review board controls (which roles get access to what data?)
 - **Engage disengaged board members through direct outreach and participation encouragement. (According to bylaws, Chapter reserves right to remove**

board member for failing to attend 2 consecutive board meetings) (a good measure might be having a full house for both of the first two meetings this year)

- **Review and update internal policies, ensuring DE&I considerations to the extent of which is allowed within Florida Law**
- **Create a Bylaws Committee to revise outdated bylaws utilizing updated bylaws template** (we are awaiting guidance documentation)
- **By December 31st**
 - **Hold annual membership business meeting** (February?)
 - **Facilitate annual elections, providing documentation to PMI if done outside of PMI's systems.**
 - **Send bylaws revisions to Chapter Operations Analyst for approval**
 - **Member vote for bylaws**

2025 Chapter Goals (Overall: Niche down to serve our best members)

- **Grow Membership**
 - KPI: 400, or a 20% increase over last year (announced by Kai at the Gala - currently at 1,929)
 - Key Questions: What drives membership growth? How can we leverage our marketing to attract more membership? Can we create processes and systems for word of mouth (recruit a friend campaign, testimonials, referrals)? Educational institutions (in process with Stetson now)? Corporate outreach (DJS willing to help take the lead here - EDCs?)? Social media campaign?
- **Engage Leadership**
 - KPI: Institute “bench” program (committees could be an option here)
 - Key Questions: What makes a good board candidate? How can we make each board member an effective manager of their responsibilities? Where do we want to be regarding open board meetings? How can we better document institutional knowledge and clearer goals/kpis/responsibilities (Google Doc)?
- **Enhance Product**

- KPI: 20% participant increase (would require having a defined 2024 number)
- Key Questions: What product mix engages members (what is participation)? How can we add more “products” to the mix? How can we better understand *all* members (survey)? How can we better understand our *best* members (convos)? How can we define and redefine our product offerings? How can we best provide options for members to “step up”?

Individual Goals

- President
 - The President shall be the chief executive officer for the Central Florida Chapter and of the Board and shall perform such duties as are customary for presiding officers, including making all required appointments with the approval of the Board. The President shall also serve as a member ex-officio with the right to vote on all committees except the Nominating Committee upon completion of their term.
 - Goals: PMI relationship, student chapters
- Vice President of Records
 - The Vice President of Records and Special Projects will keep the records of all business meetings of the Central Florida Chapter and meetings of the Board and is responsible for coordinating small projects as assigned by the Board of Directors.
 - + Planning & Coordinating Board Meetings + Updating PMI records + Document Repository
- Vice President of Programs
 - The Vice President of Programs is responsible for the development and delivery of programs relating to project management for each scheduled Chapter meeting. The content of these programs is to be consistent and in accordance with the objectives of the Chapter and with approval of the Chapter Board.
 - Count?
- Vice President of Education and Certification
 - The Vice President of Education and Certification will be responsible for promoting Project Management Professionalism through the development of

educational publications, seminars, and workshops designed to help Project Managers achieve certification as Project Management Professionals (PMPs) and achieve re-certification (sic).

- Count? PDUs?
- Vice President of Marketing
 - The Vice-President of Marketing is responsible for marketing the local chapter and PMI via internal and external publications and through partnering with local businesses and educational institutions.
 - Sponsorships? Social Media Accounts?
- Vice President of Member Relations
 - The Vice President of Member Relations works in conjunction with the Vice President of Programs to ensure that all Chapter meetings run efficiently. They perform duties deemed important to support member relations during dinner meetings and other events as necessary.
 - Member Engagement Plan?
- Vice President of Membership and Recruiting
 - The Vice-President of Membership and Recruiting will be responsible for the development and maintenance of a Chapter membership plan that assures (sic) continued growth through aggressive recruiting and partnering with major central Florida employers.
 - Membership Recruitment Plan?
- Vice President of Technology
 - The Vice-President of Technology and Communications is responsible for the timely dissemination of information both to and from the Chapter membership and to PMI Headquarters as required, using various tools to accomplish the objective. The main focus of this position is to pr practices in the area of technology as it relates to the overall goals of the Chapter.
 - PMI Global Relationship? Adding web pages for training providers?
- Vice President of Treasury and Finance

- The Vice President of Treasury and Finance shall oversee the management of funds for duly authorized purposes of the Central Florida Chapter, including but not limited (sic) to the solicitation of input from Board members for development of financial goals and objectives for the Chapter, the preparation of an annual financial plan, as well as the collection and disbursement of all Chapter monies.
- Financial Plan? 3-6 month reserves goal?
- Vice President of Military Outreach and Development
- The Oversight Officer

Priority: Events

- Communications
 - Promote Mega-Mixer
 - Price Increase
 - Daniel Letter
- Events
 - State of the Chapter
 - Others
- Board meeting mid-February for Annual Planning

Adjourn (end meeting minutes)

OFFICER REPORTS

President (Daniel James Scott)

VP Records (Rick Longhi)

VP Finance (David Siegel)

VP Marketing (Barbara Robinson)

VP Technology (Richard Andrade)

VP Programs (Alexandria Keyes)

VP Education (Open)

VP Member Relations (Anthony Valentino)

VP Recruiting (Melanie Lowery)

VP Career Development (Open)

VP Military Outreach and Development (Kistler Fletcher)

VP Education and Research (Open)

Other Business

None.