

AAUW BOARD RETREAT AUGUST 18, 2016

Present: Ronnie Devitt, Janet Hoehn, Winky Merrill, Barbara Reid, Judy Edmonds, Linda Clark, Nancy Haiston, Michelle St. Claire, Andi Michelsen, Deana Fusco, Sandy Beddow, Violet Nelson

Call to order 9:38

OBJECTIVES FOR RETREAT: Develop 1-3 measurable strategic goals with actionable objectives.

BRANCH BUDGET:

- May need to increase Conventions & Conferences budget for Nancy to go to DC; Nancy to get some estimates of airfares
- Memorials - increase to \$200
- Social - may need to increase budget for holiday party catering; Barbara to research
- Supplies - Deana wants to increase budget to \$300 to cover expenses of mailing badges
- Public Policy - Michele wants to add \$300 to budget for insert to be placed in brochure
- Ronnie said she's planning to create a tri-fold brochure and could include Public Policy as a section in the brochure

FUND BUDGET:

- Corrections Under Current Year Allocations:
 - Total Allocations - should be \$64,620.88
 - Total Allocations and Expenses - should be \$64,965.58
- Under Community Services:
 - Boys and Girls Club and Cloverdale Education Foundation - nothing in the budget for upcoming year but may budget for following year
 - change Career Choices to Future Prep and combine line items
 - Speech Trek - new program funding (\$1,000) for prizes and printing
- Note: Unallocated \$7,054.50

- Net Revenue:
 - increase Memorial contributions from \$50 to \$200

- Forum:
 - The Board voted to add a second session in the spring, so we now will hold 2 courses in each of the 3 sessions; Janet moved, Violet seconded and Board approved

Nancy asked if Winky as Treasurer is bonded? Need to inquire of National/State if there are any guidelines

Ronnie stated that Directors and Officers are non-liable under Bylaws

“HEIRLOOM” (MOVIE) PREMIER FUNDRAISER (Judy)

“Heirloom (movie that was filmed in Healdsburg area) will premier at the Raven on 10/13/16; this date is in conflict with Mill Creek Happy Hour (5-7 pm). Could combine both events and have happy hour with appetizers at Mill Creek prior to movie. Raven doors will open at 7; movie to start at 8. Would charge \$15/person; no appetizers, but wine/beer available for purchase. Judy will approach potential sponsors where filming was done hoping to get \$1000 in sponsorships. Judy moved that we have this as a fundraiser; Andi seconded and Board approved

FUNDING PRIORITIES FOR FUND GRANTS AND SCHOLARSHIPS COMMITTEE (Andi)

- need accountability on all grants to ensure that organizations use monies as allocated
- Local HS scholarships approved for \$18,000; coordinator has requested that we increase dollar amounts per scholarship, perhaps reducing the # of scholarships given; the intent of the Board is to allocate approximately \$18,000 (give or take \$2,000) for next year’s local HS scholarships; will revisit in November for final decision
- grants to HEF will continue in support of STEAM (note change in acronym to reflect the addition of Art & Design (Science, Technology, Engineering, Art & Design, Math) programs
- decided to defer decision re: Boys and Girls Club and Cloverdale Education Foundation funding til later as we may need monies for pre-school program

- Alliance Medical Center had previously received a grant from AAUW-Healdsburg Fund for a Sexual Violence Program- Alan from Alliance Medical Center, has requested to be a speaker at one of our meetings. The opinion of the Board is that, if we do have a speaker from that program, it should be someone that was directly involved in the program implementation rather than Alan. We should consider making this program a community-based one and show the documentary movie, The Hunting Ground. We might consider a Saturday in January if we could find an appropriate venue.
- Grants in support of early childhood education programs will be dependent on an assessment that is underway regarding pre-school program needs
- Other programs to continue as per budget

REVIEW OF CURRENT BY-LAWS:

Bylaws require that Fund Budget be communicated to Branch members by 9/30. Will have on website by then and communicate its availability via the Grapevine.

Ronnie recommended that we amend our bylaws at our next annual meeting (probably in May); they now indicate we will have 8 Board meetings, 8 Member meetings and one annual meeting in May (at which time the officers will be elected); recommendation is to change the bylaws to indicate one Member meeting only to be combined with our annual meeting in May. Our Speakers Series meetings are not really Member meetings; perhaps consider alternative times for Speakers Series (maybe a Saturday daytime in January)

Section III:

- Article 6 and 7 - discrepancy of how we define officers and Board members
- Article 7 - The last portion of the sentence in this article is missing.

REVIEW OF BRANCH POLICIES:

Guideline #16 - need to delete Membership requirement to sell "\$60 work (sp?) of raffle tickets"

LEADERSHIP SUCCESSION PLANNING: (Nancy)

- Wants to engage current leadership team to replace ourselves
- Lead and then mentor (develop new recruit)
- Source from interest groups we're involved with
- When looking for a volunteer and future leader,:
 - make it personal
 - talk about what you personally have gained from your volunteer and/or leadership position
 - how will volunteering/leading benefit them
 - show how volunteering/leading has benefitted you by using examples of what:
 - I learned how to "s"
 - I got to do "x"
 - I had a chance to be involved with "x"
- Nancy will meet with each BOD member to identify potential Board replacements; complete by end of November for nominations in January 2017

STRATEGIC GOALS: (Nancy)

- should have SMART goals (specific, measurable, achievable, realistic, time specific)

STRATEGIC BOARD GOALS FOR 2016-2017:

1. Implement Speech Trek program

- A. Support Speech Trek program lead, Hillary Kambour
find mentors for students (by 10/1/16)
find community judges (by 11/30/16)
- B. Provide event support - 50% of Board participation

2. Engage Branch in state and national Public Policy issues

- A. send small group (4-5) to participate in one Congressional District visit (e.g., Congressman Jared Huffman) by 6/30/17
- B. send small group (4-5) to participate in a Sacramento District visit (Senator Mike McGuire and/or Assemblyman Jim Wood) by 6/30/17
- C. complete two letter writing campaigns (at least 12 members each) by 6/30/17

3. Publicize Healdsburg Branch mission and programs to Branch and community

- A. Create a Branch brochure by 9/30 (Ronnie)
- B. Participate in FFA parade 5/25/17
 - (at least 10% Branch membership to walk in parade)
 - invite scholarship recipients to walk as well
- C. BOD team leaders write one short news article during fiscal year
- D. Present slide show of AAUW mission/programs at Forum - Winky (by Oct. 1)

TO DO'S:

BOD members review and revise goals, as appropriate, given the SMART guidelines. While some may be directly aligned with our three Strategic Goals; others may not fit neatly into these goals

Kick-off Party - 9/20/16 - will be casual, not formal, no program;
Judy is to look for ribbons for BOD members to attach to their name badges to distinguish their BOD role.

BOD Meetings— Board reports due the Monday before BOD meeting in order to have sufficient time to review

Next meeting is 9/19 from 4-6 pm, venue TBD; Judy to invite Hillary Kambour to the next Board meeting so she can inform us of what types of help for Speech Trek are needed.

Meeting concluded at 3:35 pm.

Respectfully submitted,

Violet Nelson
Secretary