

AAUW BOARD RETREAT MINUTES
AUGUST 21, 2013
Home of Sue Campbell

The meeting was called to order at 9:50 AM

PRESENT: Sue Campbell, Ronnie Devitt, Charlene Luks, Phil and Gail Wright, Rita Minkin, Karen Danielson, Nancy Haiston, Janet Hoehn, Cathy Chiminello, Judy Edmonds, Cher Frechette, and Yvonne Hyatt.

ABSENT: Ann Allen.

PRESIDENT'S REPORT: President Sue Campbell opened the meeting with a discussion of GOALS and POLICIES for the coming year. A copy of the GOALS for the coming year and the POLICIES had been sent to each board member.

Some of the ideas discussed were the AAUW mission and communicating that to the membership. Sue mentioned that Ann Allen will be doing that via articles in the newsletter. Nancy said we should encourage members to attend state and/or national conventions. There was a discussion about announcing the monthly meetings and what the focus of the meeting will be and how to encourage our branch members to attend the monthly meetings. We talked about the "Trading Post" bulletin board and the fact that Liz Loebel needs feedback from the members about it. The board will receive an update from Liz after January 1 and it will be evaluated at the January board meeting.

A copy of the Highlights of 2012-2013 had been sent to the board members prior to the meeting.

BUDGET

Phil Wright read through the proposed budget for the coming year. A discussion ensued regarding the \$1,000 in the budget for sending some members to the state convention. The convention will be in southern California this year and Nancy said that we might want to send more people to the convention and budget more money to cover the cost of registration fees. Sue will get information about the amount that will be charged for registration and bring this before the board for further discussion.

Cher Frechette asked about the insurance coverage for the social events in private homes. We will get a definitive answer from our insurance agent.

It was noted that Scholarships and Grants has been separated from Tech Trek in the budget.

COMMUNITY SERVICES

Judy Edmonds brought forth the idea that we pay for any expenses required for the outings taken by the girls in the GEMS program. Judy also noted that Shally Schultz,

coordinator of the Reading Rocks program, thinks that \$300 will be needed to purchase books for the children in the Reading Rocks program this year. We talked about soliciting the money from the book groups and decided that our holiday giving project is a good way for members to donate toward this. There are apparently more volunteers than needed for Reading Rocks for the coming school year.

A student committee will be involved with the Career Choices this year. The Rotary group may be involved with Career Choices as well.

Once again, AAUW members will be asked to participate in Volunteers in Partnership, helping volunteer for functions in the Healdsburg community.

SCHOLARSHIPS and GRANTS

Cathy Chiminello and her committee met 4 of the 5 women attending the SRJC who received AAUW scholarships. They were very impressed with the quality of the recipients. Cathy talked about the possibility of announcing at our September kick-off meeting the need for a person to be in charge of managing the National AAUW Funds, primarily taking care of the memorial checks sent when a member or a spouse of a member dies.

An 8th girl will be sent to TECH TREK this year. The cost per girl is \$850. Sponsors, donations, and the Costeaux Fund Raiser covered the tuition for all of the girls who attended last year. We will need to commit to cover the costs for 8 girls by December and a check for the full amount will be written in March. We will have another fund raising event at Costeaux this fall. Charlene suggested we think of more businesses in the area to ask for donations to the Tech Trek program and to invite an employee of the businesses the girls visited last year to come to our October meeting when the TECH TREK girls will be speaking. Charlene will approach the Kiwanis and the Rotary organizations for donations to TECH TREK.

Cathy discussed the Junior year internship program (TLT) run by HEF and a new 6 week course for all sophomores to prepare them for the program. The HEF board is excited about the course for sophomores. It dovetails well with the Career Choices administered by AAUW members and others.

Two possible programs were discussed: the Accelerated English Program where funds would be used for training the 1st and 2nd grade staff at the elementary school and POSITOS, a parent involvement program that gives tools to the parents to help their children at home with reading. The board agreed that we proceed to sponsor the POSITOS program and increase our budget for HEF for the coming year to \$12,000. We have budgeted \$1,000 for the Healdsburg High School Scholarship Fund to send 1 senior to SRJC after graduation.

In continuing the discussion of Scholarships and Grants, Charlene Luks asked if the \$1,250 in the Sally Lyle Memorial Fund be given for a scholarship or toward a bench with a plaque to be put on the patio of the Healdsburg Library. The board decided the bench would be appropriate, but that a letter be sent to those who contributed money in

memory of Sally stating our decision and asking if they prefer their donation go to a scholarship fund. It was suggested that the High School scholarship be re-named the AAUW SCHOLARSHIP in Memory of SALLY LYLE.

PUBLIC POLICY

Ann Allen sent a list of goals, which Sue read in Ann's absence. Ann's goals for the coming year are to increase by 50% our members voting on AAUW officers and policies. Ann will provide members with summarized research, descriptive statewide activities and "cookies" as an illustration. She intends to promote STEM advancement for girls and women via a speaker and legislative support. STEM stands for science, technology, engineering, and math.

MEMBERSHIP

Phil Wright has a supply of note cards for our use for any AAUW correspondence that may come up during the year.

Gail Wright gave out a sheet of data for our membership. We now have a total of 156 members. That number has grown from 136 in 2010. 75% of new members are new to Healdsburg. Shannon Barton-Wren is the new buddy coordinator. We discussed the importance of new-member coffees to facilitate meeting others and introduce the new members to which activities and programs are involved in our local chapter.

COMMUNICATIONS

Nancy Haiston is the coordinator for the Communications team with Karen Fanucchi being the website coordinator and Liz Loebel as the Constant Contact person. Nancy said there have been some difficulties transitioning to a new logo. The stationery and business cards will have the new logo and each board member will get a copy when they are printed. Nancy's goal is to have a 48 hour turnaround time for things to get posted on the web. When contacting Karen or Liz, please "cc" Nancy so all 3 units of the communication team are in sync. The board members need to regularly check the information on the website and keep updating if necessary. Liz will notify board members when she will be out of town. Constant Contact information needs to get to her by September 5 since she will be gone from September 11 to October 1. The newsletter deadline for articles is the 15th of the month. Deana Fusco will need newsletter information for the October newsletter by September 7th because of her travel schedule.

The corresponding secretary, Sheila Kneass, sends condolence and get-well notes, etc. She intends to put a notice in each newsletter asking for member information regarding those who may need notes. Nancy asks that she be copied when sending an e-mail to Sheila, also. Nancy reiterated that everything she does depends on everyone else communicating with her.

SPEAKERS SERIES

Karen Danielson and Rita Minkin, co-chairs for the speakers series, handed out the proposed schedule of speakers for the coming year. They desire feedback from the

members about what they would like to hear. They intend to keep track of how many members attend the monthly meetings and to acquire feedback via an evaluation sheet.

HOMES TOUR

Ronnie Devitt and Janet Hoehn, co-chairs for the Homes Tour committee, stated that committees are in place for next year and some need co-chairs. There will be a big effort to enhance and expand publicity. Diane Bartleson is in charge of publicity. One of the goals is to create enthusiasm among the members to get involved in some way. In order to legally sell raffle tickets, we will apply for a non-profit status and receive a permit. We will not be able to sell them on the internet.

Ronnie led a discussion about the AAUW group becoming more active in social networking. We do have a Facebook page and she suggests it be used to get more younger people interested in the Homes Tour. The Facebook page could be used to inform people about what we do with the money raised and to post events we want the public to know about. We will need an administrator if we decide to maintain an active Facebook page.

SOCIAL ACTIVITIES

Cher Frechette reported there are 11 women on the committee for the coming year. There will be 3 Happy Hours, 3 Wine 'n Dine dinner events, 4 Lunch Bunch events, and 5 Cultural Events. She intends to communicate via e-mail blasts and the newsletter.

The Kick-off meeting was discussed and the need for a microphone system was brought up. Sue said she would buy one in time to use for the September meeting. New members and board members will be introduced, but it will not be a time to sign up for committees except for volunteers to bring snacks for the October meeting.

NEXT MEETING

The September 12th board meeting will be held at the Healdsburg High School conference room at 4 PM.

The meeting was adjourned at 3 PM.

Respectfully submitted,

Yvonne Hyatt
Recording Secretary