

AAUW BOARD RETREAT MINUTES

Wednesday, September 3, 2014

Home of Sue Campbell

PRESENT: Sue Campbell, Ronnie Devitt, Judy Edmonds, Cecile Peters, Lynda Guthrie, Winky Merrill, Cynthia Adam, Gail Wright, Janet Hoehn, Michele St. Clair, Diane Bartleson, Liz Loebel, Yvonne Hyatt

ABSENT: Charlene Luks, Nancy Haiston

WELCOME and GENERAL REMARKS from the President:

Sue opened the meeting with some reminders that everyone is not on the agenda every meeting and she is to be notified ahead of the meeting if you would like to be on the agenda. She also likes to keep close track of time as the meetings progress.

Sue referred to the 2013-2014 **Highlights** and said we should read through them. Judy Edmonds mentioned in addition to the items listed under Community Service, our branch was honored by the district's Board of Education.

Our branch's 40th Anniversary is coming in 2015 and we had a discussion of ways we could honor the occasion: a good media opportunity, a gathering of past presidents, perhaps inviting them to the installation lunch in June, having Doris Golden, a long-time member, write an article for the local papers and the Grapevine. Sue has a collection of scrapbooks from the past and will try to find a list of the founding members.

There will be no state convention this year, but the national convention will be held in San Diego in June of 2015.

We discussed ways we can increase collaboration with the Santa Rosa branch: speaker series, supporting each other's fund raising activities, etc.

POLICIES & GUIDELINES: Several additions were made to the Policies & Guidelines for our branch:

#6: Ronnie Devitt suggested adding the following: "Eligible scholarships, grants and programs must benefit women and girls and/or local education in collaboration with other mission-based entities for the benefit of the community."

#12: after the word 'tickets', insert "or making an equivalent monetary donation."

#14: It is to be noted that the city of Healdsburg requires the certificates of insurance for the homes that are used for the Homes Tour.

#18: This is to be deleted, as we will discontinue sending the Grapevine via the post office.

BULLETIN BOARD: See the attachment to the minutes

BUDGET: Cynthia Adam discussed her report and the proposed budget for the coming year. Two small changes will be \$40 will be spent to mail the Grapevine to two individuals and \$65 will be budgeted for the Grapevine expenses. Mailing of the Grapevine will be phased out and will not continue beyond this year.

SCHOLARSHIPS & GRANTS: Janet has met with Betty Perez, the head of HEF. Janet asked us to consider: Should we continue supporting the things we have done in the past or add some new things? The board's consensus is we want our scholarships and contributions to be identified with AAUW. Janet mentioned two items under the area of "Enrichment" for our consideration: teaching algebra to 8th grade English learners through the work place environment (children who have not completed Algebra 1) and providing the remaining funds for purchasing iPads for 3rd graders. She suggested supporting the funds for SRJC scholarships in the amount of \$4,000 for each of 5 students plus the previously mentioned scholarships for graduating high school seniors. She also is in favor of making the two scholarships for high school Seniors renewable for up to three additional years.

NEW FUND RAISING OPPORTUNITIES: Judy Edmonds and Liz Loebel led a lively discussion about our fund raising efforts and our goals of how much money do we want to raise and how much do we give away or how much should we give away. Our sources of income are the Homes Tour, Tech Trek supporters, donations and the Costeaux wine and cheese event (which they recommend eliminating because it was not that successful).

They both proposed we add something called AAUW Forum, a 6-week lecture series with Chris O'Sullivan starting as the lecturer for the first 6 weeks. His topic would be some aspect of CA history and the series would commence in January. Judy and Liz suggest we try this for 2 sessions on a trial basis. Bob Santos would be the project manager; therefore it will not be a drain on our resources. The "upside", the "downside", the pros and the cons were discussed at length, with Winky Merrill suggesting we could promote the Forum as an AAUW 40th anniversary celebratory event. The board felt it best not to conflict directly with an OLLI class on Thursday afternoons. For example, we could offer the Forum series on Thursday nights from 7-9 pm. Hopefully the Raven Theater will be the venue. Sue brought the issue to a vote and 10 board members voted for the idea and 3 members voted against it. Judy and Liz stressed that the Forum will be picked up by another organization if we do not do it, so this will be our opportunity to be involved.

Items for a future board meeting will include evaluation of the Forum, evaluation of the Homes Tour and how it might be pared down in terms of member involvement and the strategic direction of our branch regarding how much fund raising should we be involved with and how much money should we give away each year.

501(c)3 PROPOSAL: Ronnie Devitt led the discussion about the status of our organization as a 501(c)4 organization and the need to retain that status while applying for a 501(c)3 status. Donations to the organization would then be tax deductible, we could get discount rates on renting event spaces (such as the Raven Theater), the Press Democrat would allow special rates for any ads we might place, and the postal rates would be cheaper. If we pursue advocacy of issues or causes we need to retain our present status as well and it was noted we do raise money (dues) for our social use, not just for scholarships. The issue was brought to a vote and it passed unanimously. We will file for a 501(c)3 status. Cecile Peters' husband will help with the paper work needed. Liz suggested we might want to engage Renee Mengale, a member who is a CPA, in helping us to set up the appropriate bookkeeping.

HOMES TOUR: Ronnie Devitt reported there are no major changes for the coming year except possibly replacing "Constant Contact" for the sale of tickets. Sue will be looking at ticketing software alternatives. There is still a need for a publicity chair and someone to head up raffle ticket sales. The first meeting for the Homes Tour committee will be sometime in November, TBD.

COMMUNICATIONS: Liz Loebel reported for Nancy Haiston. It is important to go to the website and review your page and update it. If there are changes, please inform Nancy and send her a copy of the changes if more than a couple of words. Interest groups information needs changing most often.

The November and December Grapevine issues will be combined this year because of Deanna's travel schedule.

Karen Fannuchi may be stepping down as website manager after this year and it takes one year to train someone on the current website. We could opt to have our website managed by National AAUW for a nominal fee if needed.

Facebook is being managed by Ronnie Devitt and she and Nancy will discuss policy guidelines for what should be posted. These will be discussed at a future meeting. The proposed Publicity Calendar is attached to the minutes. Katherine Lacy is the Publicity Chair.

PUBLIC POLICY: Michele St. Clair intends to form a Public Policy committee. The Great Decisions group is a logical group to contact for interested members. Michele will keep our members informed of national/state AAUW public policy priorities. She plans to put together a Candidates' Forum, potentially in conjunction with the League of Women Voters, for the November election.

COMMUNITY SERVICE: Judy is excited that Diane Bartleson is starting a Career Choices program at Cloverdale High School. She told us that Healdsburg High is following a new educational model with the students working in teams. Some of the goals are to promote critical thinking and come up with projects to work on. How Career Choices will fit in with this and do the teachers want to continue with the program are questions yet to be answered.

Gail Wright said many new members want to be involved with Reading Rocks and was wondering if it can be expanded to more grade levels and even to different school districts.

The GEMS trips to different industrial sites are very successful as is Expanding Your Horizons on the campuses of SRJC and SSU.

MEMBERSHIP: Gail reported we now have 170 members. She has dropped four members from the roster who have not renewed their membership or commented on why they have not.

SOCIAL ACTIVITIES: Lynda Guthrie shared with us what is on the calendar for social activities for the coming year and what is “in the works”. One of the challenges is the size of the group and the fact we have outgrown members’ homes for most events. The Riverview clubhouse will be used for the Christmas party.

SPEAKERS SERIES: Winky Merrill discussed the tentative schedule of speakers for the monthly meetings. Both October and November meetings will be held on different nights than the usual first Tuesday of the month, necessitating e-mail blasts to the members as reminders.

WRAP-UP: Sue reminded us the next board meeting is Sept. 15 at the Healdsburg High School Library conference room, starting at 4 pm.

Nancy Haiston will be at the meeting talking about communications and we will have an update about the 501(c)3 proposal.

If you want to be on the agenda, contact Sue.

The meeting was adjourned at 4:20 pm.

Respectfully submitted,
Yvonne Hyatt
Recording Secretary

Attachments:

1. Bulletin Board
2. Publicity Plan 2014

Bulletin Board:

1. The purpose of the Bulletin Board is to communicate with other members about items to loan, items to sell or to post want ads for things needed.
2. "Items to Loan" will stay on the list until the Bulletin Board manager is asked by the loaner to remove them.
3. "Want Ads" and "For Sale" items will fall off each month unless the Bulletin Board Manager is requested to keep the item on the list.
4. Only active members can post items on the Bulletin Board.
5. Posted items to promote a business are not allowed.
6. Members will contact the member posting the item to borrow, buy or sell the specific item.

**AAUW HEALDSBURG BRANCH
PUBLICITY PLAN 2014 – 2015 - DRAFT
August 26, 2014**

Submission Date	Topic	Responsible person
Sept 15	<ol style="list-style-type: none"> 1. Announce October events if any (i.e. Tech Trek) 2. Oct. Speaker Series 	TBD Diane Bartleson, Winky Merrill
Oct 15	<ol style="list-style-type: none"> 1) Will there be a GEMS event in Oct? 2) Presenting check to HEF 3) Career Choices 4) Nov. Speaker Series 	Victoria Toboni/Kathy Principi Janet Hoehn Judy Edmonds Diane Bartleson, Winky Merrill
Nov. 15	GEMS Field Trip recap?	Victoria /Kathy Principi
Dec. 15	<ol style="list-style-type: none"> 1) Holiday giving program 2) Jan. Speaker Series 	Pat B/Shally Schultz???? Diane Bartleson, Winky Merrill
Jan. 15	<ol style="list-style-type: none"> 1) Career Choices 2) Feb. Speaker Series 	Judy Edmonds Diane Bartleson, Winky Merrill
Feb. 15	<ol style="list-style-type: none"> 1) Tech Trek/Donors 2) March Speaker Series 	Bev Lieberman/ Barbara Epstein Diane Bartleson, Winky Merrill
Mar. 15	<ol style="list-style-type: none"> 1) Homes Tour 2) April Speaker Series 	Ronnie Devitt/Cecile Peters Diane Bartleson, Winky Merrill
Apr. 15	<ol style="list-style-type: none"> 1) Homes Tour 2) May Speaker Series 	Ronnie Devitt/Cecile Peters Diane Bartleson, Winky Merrill
May 15	<ol style="list-style-type: none"> 1) Santa Rosa JC scholarships 2) Tech Trek 	Joyce Scramaglia Bev Lieberman
June 15	New Board	Sue Campbell

- Katherine Lacy is the Publicity Chair for 2014-2015. All articles for local media are to be sent to Katherine who will coordinate with the Trib and other Sonoma West papers.
- Each responsible person should provide Katherine with a detailed written description of the event/topic and a photo with captions.
- If the topic is date sensitive, please provide Katherine with your submission at least 2 weeks ahead of desired publication date.
- All articles should be submitted to Katherine no later than the 15th of the assigned month.

You can contact Katherine at kk.lacy@gmail.com or 301-466- 6006.

Nancy Haiston
Communications Chair
nhaiston@earthlink.net
707-887-0222