

AAUW BOARD MINUTES

Monday, September 15, 2014

Healdsburg High School

PRESENT: Sue Campbell, Judy Edmonds, Cecile Peters, Winky Merrill, Cynthia Adam, Gail Wright, Janet Hoehn, Diane Bartleson, Nancy Haiston, Yvonne Hyatt

ABSENT: Charlene Luks, Lynda Guthrie, Michele St. Clair, Ronnie Devitt

The minutes from the Board Retreat were approved. The approved version will be sent out to the board members plus Karen Fanucchi for posting on the website.

TREASURER'S REPORT: Cynthia Adam mentioned the budget reflects the Grapevine mailing changes, the Tech Trek budget number will change and the amount for the unallocated fund will change.

COMMUNICATIONS: Nancy Haiston will discuss Facebook guidelines with Ronnie Devitt when she returns from her trip. Please send any input you may have to Nancy or to Ronnie. She reiterated the need to read the page on the web pertinent to your responsibility to see if there are changes to be made. She also encouraged the board members to read the branch policies and guidelines. Allow one-week turnaround time for anything to be posted on the web.

Janet Hoehn will be the point person for the items collected at the Holiday party that will be given to the schools.

In addition to the continuing need for someone to work with Deanna Fusco to learn how to become the editor of the Grapevine newsletter, there is a need for a person to manage our Facebook page and for a publicity chair for the Homes Tour.

Please submit anything written for publicity to Katherine Lacy who will review and send to the appropriate news media.

PUBLIC POLICY: Michele was in Sacramento and Sue led the discussion about the Candidates' Forum that AAUW will co-sponsor for the candidates running for City Council. In spite of another candidates' forum that will be open to the public our branch will go ahead with the one scheduled at the High School cafeteria on October 1.

501(c)(3) UPDATE: Cecile Peters told us the name for the (c)(3) will be Healdsburg AAUW Fund and the name for the (c)(4) will be Healdsburg AAUW. When Ronnie returns the paper work will start.

AAUW FORUM UPDATE: Judy Edmonds and Liz Loebel met with Bob Santos and Chris O'Sullivan and things are moving forward. The tentative time for the forum will be Thursday mornings from 10-11:30. It will be advertised as Healdsburg AAUW Forum, "celebrating our 40th anniversary". Chris will be teaching some aspect of CA history and possibly a high school class could attend.

MEMBERSHIP: Gail reported we have four new members since July 1. She has been in contact with a state officer in charge of membership who discussed a national AAUW program called “Shape the Future” which is a campaign to recruit new members. \$24.50 will be taken off of the national dues if new members sign up at a “public event”. We discussed whether or not our branch needs this incentive as we are growing significantly. The state officer also talked to Gail about the possibility of a woman joining AAUW who does not have a 4-year degree or an AA degree. Gail will look into this more thoroughly and it will be brought up at a future board meeting.

SPEAKER SERIES BUSINESS MEETING TOPICS: Sue asked for input and Diane Bartleson suggested that Michele be switched to the February meeting to speak about two-minute advocate because the October program is so packed.

KICK-OFF MEETING TOPICS: Judy will talk about Reading Rocks and the exciting possibility of starting the program at Westside School if four more women are recruited, Cecile will briefly talk about the Homes Tour, Nancy will ask the women to consider being involved with the positions that need to be filled in the general area of communications, Sue will mention we have voted to become a 501(c)(3), that we will inaugurate a lecture series as a new fund raiser and a way to celebrate our 40th anniversary, and she will talk about the upcoming speaker series and some social events coming in the near future.

MISC. REMINDERS: The November and December newsletters will be combined and articles need to be submitted to Deanna by October 15. The nominating committee needs to recruit a person to manage e-scrip when they start the recruiting process in January.

FINANCIAL AND STRATEGIC GOAL SETTING: Sue shared some thoughts about strategic issues, our image in the community, financial goals and what we do with the money we raise, looking beyond where we are now and having a, or several, sessions to discuss these issues. Questions we might want to discuss include:

- What do we want to give our money to?
- What kinds of activities should we be involved with (community service, social, etc.)?
- What kind of image do we want to project?
- What kind of members do we want to attract?
- Do we want to be an advocacy group?

Send Sue suggestions about any questions you want to discuss. We may have several two-hour sessions to discuss these issues.

ITEMS FOR THE NEXT BOARD MEETING:

AAUW Forum update (Judy)

501(c)(3) update (Cecile)

Degree requirements for membership (Gail)

Janet will talk about HEF

Holiday giving

Five minutes for Nancy (she requests this for every meeting)

Working with the Santa Rosa chapter for the January meeting (Winky)

The next board meeting will be October 20 in the High School library conference room at 4 pm.

The meeting was adjourned at 5:42 pm.

Respectfully Submitted,

Yvonne Hyatt, Recording Secretary