

Healdsburg AAUW Board Minutes: Branch Business Meeting

Date: January 9,2023

Location: Healdsburg Community Center

Time: 1:08 pm

Board Members Attending: Laura Tredinnick, Kate Van Ness, Nancy Jane Andrews, Kerry Weiner Elkind, Kim Alexander, Janice Sexton, Tyra Benoit, Donna Campoverde, Lee Sigler, Patty McHugh, Cathy Mock

Absent: Beth Wolk, Julie Hanamura, Dena Cochran

1. Call to Order:

President Laura Tredinnick opened the Branch Meeting at 1:08 pm.

2. December Branch Minutes:

Donna Campoverde reported that the December Branch Meeting Minutes were approved online.

3. Branch Budget Report:

Lee Sigler and Janice Sexton are still working on balancing membership dues. AAUW National has changed software and doesn't provide the local AAUW branches information regarding renewals and new members. Lee will contact the AAUW California CIO to try to resolve this problem.

4. Communications:

Kim Alexander has recruited Kim Brown to be the new Grapevine editor. She will work with the current editor, Donna Riley, for the next several months to ensure a smooth transition.

Kim asked for input on social media strategies. One goal is to better use Facebook and Instagram as outreach vehicles to reach potential new members by posting all activities that are open to the general public. Jessica Cress is the Social Media Publisher and must approve all Facebook posts. The Facebook password has been lost. It was decided to have Jessica create a new Facebook page.

The use of E-Blasts was also discussed. It was recommended to include all important content in the E-Blast title as members may be missing important information.

Several board members have had problems reaching the calendar on the Branch website. It was decided that Laura Tyler, website manager, be contacted to help resolve this issue which may be browser related.

Ty Benoit requested that the Two Minute Activist be removed from the website.

Healdsburg Rotary has agreed to send an E-Blast to their membership to promote the upcoming Russia and the Ukraine Forum event. Healdsburg Rotary requested that Healdsburg AAUW send an E-Blast to membership to assist in the sale of their 2023 Ukrainian Calendar as was done last year. Kim reminded the board that sending this E-Blast was an exception to normal branch policy. It was decided that the E-Blast be sent again using the same wording as last year.

5. Membership:

Janice Sexton reported that there were no new members in December.

An increase in membership dues was discussed. Currently dues are \$112. These dues are divided among AAUW National (which receives \$67), AAUW State (which receives \$20) and AAUW Healdsburg (which receives \$25) per member.

To cover our costs, our branch now needs \$31 per member.

State dues will not increase for the next fiscal year but National dues will increase by \$5 to \$72. Branch membership dues have not been increased for several years.

Nancy Jane Andrews moved to increase membership dues to \$125, seconded by Janice Sexton and unanimously approved by the board.

6. Mission Based Programs:

Reading Rocks books were distributed to students at Westside and Healdsburg Elementary Schools. Each first grader selected his or her own book and the rest were given to the first grade classrooms.

High School Career Day is scheduled for later this month.

7. Public Policy:

Plans are progressing for the Earth Day Climate Fest, April 22, 2023, Equal Pay Day and Lobby Day, March 21 and 22.

Ty Benoit is currently writing a public policy article for the February Grapevine.

Patty McHugh will lead Tech Trek Alumnae Group (TTAG) participation in the Earth Day Climate Fest.

A Diversity/Equity/Inclusion(DEI) chair has been recommended by AAUW National. This position could be part of Public Policy. Laura has identified a possible candidate for the position. Ty recommended it be considered as a co-chair Public Policy board position.

8. Social:

Kerry Weiner Elkind gave an update for 2023 social events.

- Lunch Bunch on January 18th at Charlie's in Windsor.
- Library Tour Event at the Sonoma County Library on January 24.
15-18 members are currently signed up.
- February Wine and Dine will be held on February 4.
2023 Wine and Dines are also scheduled for April 22 and June 25.
- Valentine's Day Happy Hour
No date has been set as the committee is currently looking for an indoor venue.

9. STEM:

Patty McHugh requested board approval to change the budget allocation for 8 in-person Tech Trek attendees. AAUW California may only have room for 3 in-person Tech Trek attendees from each branch due to lack of volunteers and camps. This is not certain as there is a possibility that Stanford University may also have a camp. The cost for in-person attendees is \$1000-\$1100. Virtual attendee cost is \$500. Patty asked the board to change the wording on the budget allocation that if fewer than 8 in-person attendees are accepted, additional virtual attendees be added up to the budgeted amount. Laura Tredinnick will submit a Memorandum of Understanding (MOU) to AAUW National later this month.

Patty made a motion to change the Tech Trek funding allocation wording in the budget. The motion was seconded by Cathy Mock and approved unanimously by the board.

10. President's Report:

The End of Year Party, formerly called the Installation Meeting, will be held on Saturday, May 20 at Jan Stanley's home. Laura reminded board members to look for board replacements to assist the nominating committee. The nominating committee will begin meeting next month.

11. Adjourn.

President Tredinnick closed the Branch Meeting at 2:51pm.

Respectfully submitted,

Donna Campoverde
Secretary