

Healdsburg AAUW Board Minutes: Branch Business Meeting

Date: February 13, 2023

Location: Healdsburg Community Center

Time: 1:09 pm

Board Members Attending: Laura Tredinnick, Kate Van Ness, Nancy Jane Andrews, Kim Alexander, Janice Sexton, Tyra Benoit, Donna Campoverde, Lee Sigler, Patty McHugh, Cathy Mock, Julie Hanamura, Dena Cochran

Absent: Beth Wolk, Kerry Weiner Elkind

1. Call to Order:

President Laura Tredinnick opened the Branch Meeting at 1:09 pm.

2. January Branch Minutes:

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

3. Branch Budget Report:

Problems with balancing membership dues continue due to AAUW National's software changes. Lee Sigler will meet with Janice Sexton and Laura Tredinnick after March first to further discuss this issue and make recommendations to present to AAUW National.

4. Membership:

Janice has requested that the board consider the creation of a website link to collect membership dues electronically at the branch level instead of through AAUW National. One potential problem with collecting dues locally is the 3% PayPal cost for each transaction (approximately \$3.75). An alternative would be to continue to use the AAUW National website with clear instructions for members to follow so that accounting issues could be avoided.

It was decided not to vote on a branch website link until there is further information available.

AAUW Healdsburg needs to inform National of the change in our membership dues. AAUW National's dues increase will go into effect on June 1, 2023.

5. Communications:

Kim Alexander plans to change the location of the links on the front page of the branch website. Changes will be made to the right column of the front page to highlight links of interest to new users, such as the **Contact Us** link. Other website changes include that the Forum event information be left on the website until March 1 when it will be replaced with information on the March 14 Equal Pay event. After March 14 the new Forum event will be featured.

At the January branch board meeting, Kim asked for input on social media strategies. To help to improve our social media sites, Laura Tredinnick showed the board several examples of other AAUW branches' Instagram sites. One key suggestion was to post often to keep user interest up. Another was to repost important information sent by AAUW State and National. More information could also be posted regarding hiking and book groups and other social events. Jessica Cress who is the Social Media Publisher is responsible for all social media posts. Kim will send Jessica a list of event photos and other information monthly which Jessica could then schedule for posting.

6. Mission Based Programs:

Three E-Blasts have recently been sent to membership.

March 4 - Corazon Healdsburg Annual Preschool Fair

March 8 – Healdsburg High School Career Day

March 9 – Healdsburg High School Academic Internship Program

7. Public Policy:

An Equal Pay Day event is scheduled for March 14 from 6-9pm at The Studio at Plaza Cinema in Healdsburg. The event cost will be \$20 and will accommodate 50 attendees. The event will feature the viewing of the 1952 classic film, **Woman of the Year**, followed by a panel discussion. Panelists will include Healdsburg mayor, Ariel Kelly. Wine and popcorn will be served. The total cost will be \$800 to cover the cost of the venue and refreshments. Julie Hanamura will set up payment via Constant Contact and additional donations will be solicited to fund AAUW Scholarships and other programs. Event publicity will include an E-Blast, a press release and posts on social media.

Plans are progressing for the Earth Day event, "Women and the Climate Crisis", scheduled for April 22 from 1-4pm on the Healdsburg Plaza. AAUW will set up an interactive booth. Volunteers will be needed for this event.

8. Social:

Laura gave an update of upcoming Social events.

February 22- A Happy Hour from 5-7pm at Longboard Winery

April 19 – Lunch Bunch

April 22 and June 25 – Wine and Dine Events

9. STEM:

Patty McHugh updated the board that there will now be two Teck Trek camps held this summer. Our branch has been given 7 in-person spots with one additional spot available. The cost per camper is now \$1200. \$8000 is currently budgeted for 8 in-person campers.

A motion was made by Nancy Jane Andrews and seconded by Ty Benoit to increase the budget to \$9,600 to cover the cost for 8 in-person Teck Trek campers. The motion was approved unanimously by the board.

10. President's Report:

The Healdsburg Museum and Historical Society is planning an exhibit featuring local non-profit organizations. Laura has written an AAUW branch history and also provided the museum with several photos, an AAUW brochure and past Homes Tour information. The exhibit will open on February 22.

Laura also discussed the results of the Speaker Series Questionnaire which was recently sent to membership. 48 responses were received. It was decided to begin work to reinstate a regular speaker series meeting which would include a 5 minute branch update. A venue will need to be determined. Suggestions included the Healdsburg, Windsor or Cloverdale Public Libraries. A Speaker Series lead volunteer will also be needed to organize each event.

11. Adjourn.

President Tredinnick closed the Branch Meeting at 2:35pm.

Respectfully submitted,

Donna Campoverde
Secretary