

**Healdsburg AAUW Board  
Branch Business Meeting Minutes  
December 9, 2024**

Location: Healdsburg Community Center

**Board Members Attending: Quorum = 8 (based on 15 officers)**

Nancy Jane Andrews, President  
Celeste Plaister, Vice President  
Pam Jones, Secretary  
Julie Hanamura, Treasurer  
Kim Alexander, Communications Director  
Dena Cochran, Fundraising Co-Director  
Renee Simi, Fundraising Co-Director  
Kerry Weiner Elkind, Scholarship Director  
Janice Sexton, Membership Co-Director  
Donna Campoverde, Membership Co-Director  
Cathy Mock, Mission-based Programs Director  
Linda Clark, Social Activities Co-Director  
Patty McHugh, STEM Director  
Laura Tredinnick, Past President

**Absent:**

Mary Newman, Social Activities Co-Director

1. **Call to Order:** President Nancy Jane Andrews called the meeting to order at 1:42pm
2. **Minutes:** Linda Clark moved, and Renee Simi seconded, approval of the November 2024 minutes as amended. Unanimous vote in favor.
3. **Financial Report:** Julie Hanamura  
\$13,200 cash on hand. Currently 79 Registrants for Holiday Party, which reaches break-even.
4. **Communications:** Kim Alexander
  - a. Website issues: Hosted by National AAUW, which has migrated to a different platform. The content shows up differently on various browsers (e.g. Chrome, Safari, Edge). The recommended browser is Chrome. Kim will prepare a list of content submission responsibilities by job titles, for the Board and program directors. Kim will alert members by e-Blast and Grapevine articles about the change and issues.

b. Tech Trek Alumni Group (TTAG) has requested an Instagram account. Who should “own” the TTAG Instagram Account? Case for having it be under the Branch Instagram: public-facing content control, consistent identification of AAUW/TTAG, benefits of publicity and outreach about the TTAG programs. Case for having a separate TTAG Instagram account: greater appeal to middle and high school girls/families (Tech Trek alumni and potential participants) for visiting and posting than visiting and posting on an AAUW social media site which contains mostly non-Tech Trek/Alumni postings. (Aside: Need for better publicizing of all Branch programs on the Website AND on Social Media, e.g. Facebook and Instagram.)

**Next Steps:** **Step. 1.** Share social media guidelines with branch leaders (for general knowledge) and with TTAG Directors for potential guidance to girls. **Step 2.** Kim Alexander, Patty McHugh and Karla Rosen will confer to develop a proposal for a separate TTAG Instagram which includes the same social media guidelines as for the Branch. The proposal would also include sharing/posting selected TT and TTAG information on the Branch website to publicize the Branch’s creation/management of the young women’s educational programs. **Step 3.** Kim and Patty will bring guidelines proposal back to the Board in early 2025 for final approval.

**5. Membership Update:** Janice Sexton  
No new members. One re-join. 190 Total

**6. Mission-based Programs: Cathy Mock**

- a. School Readiness: \$150 budget
- b. Reading Rocks: Cathy ordered 225 books for first graders for Healdsburg Elementary School, Westside School and in the Spring, Mattie Washburn School.
- c. Future Prep: November 12 Healdsburg High Career Panel on Engineering and Construction attracted about 50 students and six professionals.

**7. Public Policy and DEI:** Nancy Jane Andrews

Nancy Jane asked board members to recruit members for both Public Policy and Diversity, Equity and Inclusion committees.

**8. Social Activities:** Linda Clark

Holiday Party: Seventy nine registered. New-member integration –Identify new members attending the party and have check-in people introduce them to the President and board members. Board members will be at each of eight tables and invite new members to join them.

**9. STEM:** Patty McHugh

March Interviews for Tech Trek Summer Program at SSU: Craftworks space available for \$500. Next year, find other options for space (e.g. library, real estate offices for Saturday/Sunday)

**10. President’s Report:** Nancy Jane Andrews/Laura Tredinnick

A. Nominating – Nancy Jane is seeking recommendations for people to serve on the Nominating Committee. Timeline: Start January and nominations ready for Spring Meeting with a website posting of slate two weeks prior to the Spring Meeting.

B. Book Groups –Laura Tredinnick will post an article in the January Grapevine to explain how people can join a book group.

**11. Speaker's Series**

Celeste Plaister will publicize the programs on the website by highlighting the previous month's speaker. January 2025 topic is the Film Festival and February is Reach for Home.

**11. Adjourn**

The Branch meeting was adjourned at 3:00pm. Next Board meeting January 13, 2025 at the Community Center.

Respectfully submitted,  
Pam Jones, Secretary