

**2009 – 2010 AAUW-Morgan Hill Board Retreat**  
**16920 Zinfadel Circle, Morgan Hill**  
**June 13, 2009**

**Present:** Elizabeth Mandel, Margaret McCann, Donna Weisblatt, Peggy Thompson, Janet McElroy, Carol O'Hare, Sandra Lim, Marianne Knight, Betsy Ding, Judy Kinker, Donna Dicker, Susan Oldham-Fritts, Ellen Freitas, Joanne Rife, Stacy Forgy, Mary Cox. Board members present constituted a quorum.

**Call to Order:** after a continental breakfast in the home of Marianne Knight, Elizabeth Mandel called the meeting to order at 9:30 am. Elizabeth thanked Marianne for providing the wonderful meeting area as well as coffee/fruit/muffins. Introductions of the board members followed. This year brings many new board members.

**Announcements:** The monthly meeting location has changed to the Granery on Depot Street. The board thanks Leslie Miles, AAUW member, for providing the meeting room. Board meetings are the first Thursday of the month, September thru May, 7:00 pm.

**Treasurer's Report:** Ellen Freitas distributed the year-end report of Budget vs Actual operating account.

The proposed budget will be adopted by board members by email after adjustments, published in the August branch newsletter and approved by the membership at the fall Membership Brunch.

Treasurer, Ellen Freitas, explained the role of the accounting manager for the Wildflower Run Fundraiser. President, Elizabeth Mandel, formalized the appointment of Wendy Bell to the non-board appointed position of Assistant Treasurer / Wildflower Run after a motion was made, seconded and approved by a board vote.

Board members were again reminded to submit all bills rather than absorb costs themselves. Costs that may exceed budgeted amounts do need to be approved by the board in advance, but it was felt the board does not have an accurate picture of expenditures when members absorb costs.

Increased income: Joan Ensign, who was not present, was commended for her accomplishments in increasing advertising in the newsletter. It was discussed and decided to keep advertising rates the same this year (as they had been raised last year). Costs are \$125 to advertise in the Member Directory and the Newsletter, \$100 for Newsletter alone, or \$10 per month. A written report and list of advertisers was submitted for the record.

Decreased expenditures: A cost savings of over \$400 occurred with the change in printing of the newsletter and directory. Emily Shem-Tov (not present) was commended for the changes to the AAUW web site; now that changes have been made, costs can be lowered to \$100 for 2009-2010.

Increased costs: Costs for hospitality will increase since we have used the supply of plates, cups and plastic ware that had previously been donated to the branch (remaining from other organization or member's activities). Old food supplies were disposed due to age. Insurance costs per member increased last year. Gift expenditures increased due to additional awards presented to deserving members.

Clarifications from the Treasurer: On the balance sheet, GEMS income comes from the Wildflower Run checking account and Tech Trek income comes from donations. However, Tech Trek tuition comes from either the Wildflower Run checking account (as it did this year) or from the ISPF account. Entertainment Books profit provide assistance/need for 2 memberships.

Questions from Board members regarding budget:

What is considered a tax-deductible donation? Only donations to AAUW- ISPF fund (local scholarships, EF, LAF and Tech Trek) are tax deductible. The AAUW Branch is managed as a Section 501(c) (4), which defines us as "not for profit" and permits us to be politically active. Donations other than those for scholarships go into the operating funds. It was recommended that a brief clarification of this be sent to the membership or as a short topic during a program.

What are Interbranch dues used for? Meetings occur once per month and go over special projects involving Bay area branches. An upcoming example is the June 7 ice cream social for the Tech Trek girls in multiple branches.

Can we encourage State AAUW Convention participation thru budget support? Ellen will see if budget changes and savings will supplement attendance costs for 2 members to attend the annual convention and report back to the board.

Is it time to increase the cost of the annual BBQ fundraiser from \$15 to \$20? Past AAUW presidents organize the annual BBQ, as a fun time for members to get together yet raise funds for operational needs meeting the chapter policies and purpose. The cost has remained the same since inception 8 years ago. A motion was made, seconded and approved by a board vote to increase the cost of the annual BBQ to \$20 per person.

**Programs:** Marianne Knight provided a tentative schedule for programs and speakers. She is still making contacts and sending letters of confirmation. Meeting dates, locations, and formats were discussed. The tentative schedule is as follows:

Sep	9-13-09 Fall Membership Luncheon, Sandra Lim's home
Oct	Possibly Inter-branch Speaker
Nov	Neighborhood Dinner or Lunch
Dec	Holiday Party
Jan	Educational lecture

Feb Silicon Valley Reads  
Mar Educational lecture, Women's History month  
Apr (March 28) Wildflower Run  
May Installation Brunch (possibly Wildflower/Naturalist presentation, picnic)  
June New Board meeting  
July Annual BBQ

It was noted that food or substantial snacks associated with educational events made them more friendly and social and also increased attendance.

Action: Marianne Knight will present an updated schedule of speakers and dates at the September board meeting.

**Membership, Interest and Neighborhood Groups:** Sandra Lim announced the Fall Membership Luncheon will be at her home on Sunday, September 13, 2009. Coordination of membership activities includes Sandra Lim who welcomes all new members, Peggy Pinarbasi who tracks membership numbers / helps with new members, Janet McElroy who tells new members about the interest groups and Stacy Forgy, whose Neighborhood chairs welcome new members and either go with them to upcoming events or find someone to take them. Sandra discussed strategies for new member retention and an upcoming meeting to further coordinate membership activities.

Janet McElroy opened Interest Groups discussion. There were recent proposals for new interest groups (golf, crafts) but sustained little interest. Since most interest groups meet on a regular basis (monthly) it was thought presenting these groups again as 'periodic' meetings (i.e. seasonal crafts, summer golf) would be of more value. The chair or leader of the interest group must contact those who sign up at the Membership brunch and new members who inquire about joining an interest group.

Stacy Forgy discussed Neighborhood Chairs and divisions. She presented a map showing the area breakdowns. The chairs of some groups will be changing. Area 2 and 3 were the busiest areas last year. In the past the Area Chair called new members and made arrangements to attend events with them. When that is not possible, new members can be matched up with another member (initiated by the Area Chair). The next annual Neighborhood Chair meeting will occur after the September Membership meeting.

Strategy for increasing membership was discussed by all. Ideas included asking new members why they joined, providing gift membership cards to existing members to present to new college graduates, connections to the AAUW web site from other web sites such as Chamber of Commerce, AAUW brochures at sites such as library, Chamber of Commerce, Recreation Center etc.; providing easy but meaningful AAUW jobs to new members, announcing which events members are encouraged to bring potential members (after attending three events, must join).

**Scholarships:** Margaret McCann and Donna Dicker co-chair the Scholarships committee and oversee applications and selection for the scholarships supported by the AAUW Morgan Hill branch (two for Gavilan, one for Sobrato, one for Live Oak and one for Central High School scholarships). Betsy Ding and Susan Brazleton are

on the selection committee. Donna Dicker requested that the branch continue two \$1,000 scholarships for Gavilan Community College. Marianne Knight brought up concern that over one half of the students at Gavilan have no access to computers. Margaret McCann informed the board that help is required by the Scholarship Committee during March and April to help interview applicants and to read essays.

Action: Donna Dicker will do more research on student computer needs and report back to the board at the September meeting.

**Newsletter:** Peggy Thompson discussed newsletter deadlines, which must be held firm to the end of each month since 5 additional days are required for editing, 7 days for layout prior to the final edition. Calendar items must be given to Cathy Razumich by the 10<sup>th</sup> of each month. Since more space is needed for newsletter articles, it was recommended to reduce the wording used for Calendar of Events (some is repetitive and redundant). Stories about interest groups would be welcomed. There was also discussion about discontinuing printing or emailing the monthly Newsletter and just posting it on the AAUW Morgan Hill branch web site. Those who do not have computer access would still receive a printed copy.

**Web site:** Elizabeth Mandel opened discussion on the newly formatted web site. Feedback from the board was favorable. Now that a user ID and password are required to access some parts of the site (members only, assuring more privacy), it was proposed putting other items on the web such as the member directory, meeting minutes and newsletters. This would mean to no longer mail the newsletter (except for to members without internet access) or create directories, and instead to make both available on the website. Advantages of placing the directory on line include reducing costs, ability to readily update with new member information and access from multiple sites. A 2-3 page paper listing of members and phone numbers would be provided to those who don't have computer access (or to all members instead of the printed directory).

Action: Elizabeth Mandel will notify members of the proposal with an objective of resolving any issues with web access in time for the September newsletter. The goal is for the membership to make sure all can access the AAUW-Morgan Hill website and view pictures and information that has been posted on the site.

**Publicity:** Carol O'Hare clarified the role of the Publicity Chair regarding getting information about AAUW into newspapers and out in public. Publicity is not part of marketing. In future, publicity about events will include what events are open to non-members (speaker forums, membership brunch) and encourage others to join. Carol plans to work with the Scholarship Committee relative to announcing in the Morgan Hill Times what scholarships are available and how to apply. A binder with past publicity cannot be located. If you have any past publicity items, please give to Carol.

Action: Carol O'Hare will start a new Publicity notebook.

**Bylaws:** Judy Kinker provided copies of the chapter bylaws prior to the meeting via email. At the meeting she presented a modification to the Bylaws Section XVL Local Scholarships specifying that scholarships supported by the branch were limited to those attending public schools within the Morgan Hill Unified School District. A motion was made, seconded and approved by a board vote. Judy also provided a copy of the job description for the Bylaws Chair. Since there were many new board members, she clarified the guidance and policy documents used by AAUW and answered questions regarding items requiring board approval, and those actions, which did not.

Action: Judy will send an updated version of the contents of the Bylaws binder to board members.

**Tech Trek:** Susan Oldham-Fritts reported for Mary Hellman. Mary rewrote the Tech Trek packet information that is distributed thru teachers to parents and girls so directions are clearer and they can complete the information themselves. Two orientations occur to inform girls about Tech Trek, with one coming up in June (ice cream social). Messages will be sent to the general AAUW membership with what they can do to help Tech Trekers. A database is being set up so the branch can follow up with Tech Trek alumni to see what they ended up doing and if our funding and efforts were effective.

**Gems:** Susan Oldham-Fritts surveyed girls last year to see where they were interested in going and from that member support in driving to events, hands on projects could be assessed. Allen Palmer has offered to present model rocketing. Robotics is of interest. This year is the 50<sup>th</sup> Anniversary of the Science Fair; additionally San Jose is hosting the International Science Fair and it is hoped to have involvement. It is impressive that there are only 3 or 4 GEMS groups in the nation and 2 of them are within the Bay area (Morgan Hill, Canada College). In order to maintain the older group members, a 'big sister – little sister' connection is being proposed.

**Closing remarks:** Elizabeth Mandel asked if there were other things AAUW members could do to help girls in general outside of Tech Trek and GEMS, such as mentoring in an "Opportunity Program". Marianne Knight described assistance she provided to a young girl who did not fully understand the college application process. She will ask what other branches are doing at the next Interbranch meeting. Discussion will be continued at future board meetings.

**Adjourned:** 3:30 pm

**Next Meeting:** September 3, 2009, 7:00 pm, The Granary, Depot Street

**Minutes Submitted by:** Mary Cox, Secretary

**Email Distribution prior to Meeting:**

2009-2010 Board Officers, Non-Board Positions, Interest Groups, Committees  
Bylaws, AAUW Morgan Hill Branch  
Standing Rules, AAUW Morgan Hill Branch  
Policies and Procedures, AAUW Morgan Hill Branch  
Responsibilities of Elected Officers and Appointed Officers

**Meeting Handouts:**

Agenda

AAUW Morgan Hill Operating Account Proposed Budget/Account Balances

Bylaws Change: XVI Local Scholarships

Bylaws Chair Job Description

**Motions Passed:**

1. Appointment of Wendy Bell to the non-board position of Assistant Treasurer / Wildflower Run
2. Increase charge for annual BBQ from \$15 to \$20 per person
3. Local scholarships are limited to those attending public schools within the Morgan Hill Unified School District

Follow-up	Action	By	Date
Programs	Determine program event dates; update on locations, speakers	Marianne Knight	9-3-09 Bd. Mtg.
Scholarships	Report on research of personal computer needs, Gavilan students	Donna Dicker	9-3-09 Bd. Mtg.
President	Assure membership access to AAUW web site	Elizabeth Mandel	by Sept newsletter mailing
Publicity	Start new publicity notebook, inquire of location of last notebook	Carol O'Hare	N/A
Bylaws	Send updated contents of bylaws manual to board members	Judy Kinker	Prior to Sept 09 meeting