

AAUW Morgan Hill Board Meeting
January 9, 2014
Morgan Hill Community and Cultural Center, Madrone Room

Present: Joan Ensign, Kathy Hansell, Marti Jurick, Judy Kinker, Elizabeth Mandel, Peggy Martin, Margaret McCann, Janet McElroy, Gretchen Merrick, Carol O'Hare, Jenny Redfern, Elaine Reimer, Joanne Rife, and Sandy Stoob. A quorum was present.

Also present, Maggie Leininger, Barbara Palmer, and Joy Safakish.

Call to Order/Announcements - President Janet McElroy called the meeting to order at 7:00 pm.

Minutes - The minutes of December 5, 2013 were approved as submitted.

Finance Officer Report - CFO Peggy Martin reviewed budget vs. actual as of 01/09/14 (see attached). She noted that bills from Hillview, including the bill for the Directory, have been paid. Carol pointed out that expenses for Speech Trek come from the ISPF account.

➤ Peggy will request reimbursement from the ISPF account.

Carol explained that ISPF is the Interbranch Special Project Fund, which receives proceeds from the Wildflower Run and is used to pay for Run expenses, scholarships, Tech Trek, GEMS, and Speech Trek. Elizabeth added that this is the non-profit tax-deductible account. Janet noted ISPF includes seven branches of AAUW.

Membership Report – Kathy Hansell stated that the New Members' Wine and Whine will be held on February 19, 2014 at 5:30 p.m. at Rosy's At The Beach. Members who joined within the last year will be invited; all members may attend. Nametag orders will be taken. The Branch will buy the hors d'oeuvres.

Programs – Margaret reported that there are five entrants in the Speech Trek Contest scheduled on January 15, 2014 at Villa Mira Monte. There are two from Live Oak and none from Sobrato. Marty Cheek will film a DVD. Elizabeth suggested a group photo. Jenny suggested that a video of the winning speech be uploaded to YouTube. Margaret said school counseling offices announced the contest, which will award prizes of \$200, \$100, and \$50. In addition, she noted seven students attended the first speech preparation class at Central HS, none attended the second, and a few attended the third. Since this is a very structured program, provided by Toastmasters and requiring attendance at multiple sessions, she has decided to drop it for now and perhaps try again next year.

The February program will be a tour of Guglielmo wineries, with wine tasting and appetizers, on February 7. Cost is \$15 per person, at the door.

March 2014 programs will include Silicon Valley Reads at the Morgan Hill Library on March 4 and the Lilly Ledbetter as keynote speaker at the South Bay Women's

Conference on March 8 at San Jose State University. Members will be encouraged to carpool. Peggy will follow-up to see whether, as a sponsor (the branch donated \$200) we are entitled to any benefits such as free admission to the keynote speech.

It was necessary to postpone showing the movie, *Girl Rising*, until next year because the Granada Theater is currently closed for ADA improvements, and the cost would be too high to rent the Morgan Hill Community Playhouse on a weekend.

Wildflower Run – Elizabeth noted a donation of \$1,000 or more is required in order to be listed on the postcard, and the deadline is January 10. Postcards will be distributed at other runs on January 25 (Mission 10) and 26 (Jenny's Light). Jim Holzgrafe is taking over graphics for medals, postcards, and bulk e-mails. Elizabeth will do the posters, flyers and newspaper ads. Elizabeth has found a service, MailChimp, which will send up to 2,000 e-mails at no charge. She noted postage for first class mail will increase on January 26, with the postcard rate going up one cent to 34 cents. This is not significant enough to affect when we do the mailings. We expect to mail 250 postcards.

John Horner, CEO, Morgan Hill Chamber of Commerce will hold meetings to share tips for increasing the number of participants in major Morgan Hill events. Carol noted a photograph taken at the Wildflower Run is one of the pictures rotating on the Chamber of Commerce website. Elizabeth announced that the new publisher of the Morgan Hill Times has agreed to donate three quarter-page advertisements, two before the Run, and one as a thank you after the Run. Morgan Hill Life has not yet confirmed what that newspaper will do.

Peggy Pinarbasi is working on the t-shirt, which has a sage green background, black flower, and gold lettering. Tanks will be available for \$10-12. Members will be able to purchase the hooded purple sweatshirt from two years ago to wear over the pink staff t-shirt as an alternate "uniform." The price is anticipated to be about \$25.

Elizabeth said she would like to move the Run to mid- to late March in future years if dates make it possible, because there are fewer event conflicts in March. She noted the racemine registration web site does not yet have the option for family rates.

- Yvonne Duckett is researching a source for A-frames.
- Susan Oldham-Fritts will be buying a new display board for non-profit programs (Tech Trek, GEMS, scholarships).

Wildflower Run Sponsor Committee – Barbara announced that donations so far total \$12,500 and will be listed in the newsletter. Logos of all donors of \$1000 or above will appear on postcards and t-shirts. She thanked Joan, Margaret, and Jenny for their efforts, and she indicated several sponsors have increased their donations this year, Commonwealth Credit Union increased their donation from \$500 to \$1,000 and would give \$500 more to have their name on the runners' bibs. However, the sponsor packet states that only donors of \$2,500 are listed on bibs or goody bags.

- Elizabeth will check with Wendy Bell (Run registration) re possible logo sizes for bibs and cost for listing names.

- Barbara will check whether any \$2,500 donors want to be on the bibs. The Committee will now concentrate on \$250 and smaller donors.

Margaret mentioned that Kaiser Permanente is holding seminars for groups wanting to apply for grants.

Carol said 15% of members have donated, including 60% of the Board and members who donated as a business. Total from members is about \$1,800; smaller donations tend to come in later. Jenny recommended putting a photo in the newsletter of someone benefitting from WFR funds. Janet suggested a sign at each event—for example, at Speech Trek, a sign stating “Your donation supports Speech Trek and other AAUW programs that benefit women and girls.”

SV Reads – Carol reported the theme of 2014 SV Reads will be “Books and Technology: Friends or Foes?” Robin Sloan, author of “Mr. Penumbra’s 24 Hour Bookstore,” will speak at Morgan Hill Library on March 4 at 7:00 p.m. Morgan Hill Times will donate three quarter-page ads to publicize the event. The second book for 2014 is “The Shallows: What the Internet is Doing to Our Brains” by Nicholas Carr.

GEMS – Janet read the report (attached) from Susan: GEMS toured “Star Wars: Where Science Meets Imagination” and other exhibits at the Tech Museum on January 18. On February 20, GEMS will attend a lecture, “Alchemy and the Evolution of Science,” and will network with local chemists. Also in February, GEMS will work with Yvonne to create the National Women’s History Month community display.

Nominations for AAUW Honorees – Carol noted the newsletter gives details of the opportunity to honor members who have made contributions to AAUW. She noted last year’s honorees were Patty Crone, Janet McElroy, and Barbara Palmer. Nominations are to be sent to Janet by January 22.

- Carol will send email reminders.

The committee will choose up to three names and send them to State AAUW. Certificates will be presented at the Spring Installation Brunch.

Other Business – Margo will coordinate carpooling for the trip to hear Lilly Ledbetter. Carol suggested members who are not on the Board be asked for assistance with such tasks. Janet reported Laura will no longer maintain the web site after September. The calendar will be included in the job description for the Interest Group Chair. Changing information on the web requires Dreamweaver software and skills.

- Janet will issue a request for someone to update and manage the website.

Carol noted Sandy has a record of all books read by the evening book group in the past 25 years. Elizabeth suggested that the interest group section on the website have links to additional information about the group. Sandy’s book list could be posted there. Carol suggested Maggie request that each interest group chair write a short description of the group.

- Maggie will try to have this completed by the beginning of March.

Peggy reported on the Leadership Morgan Hill orientation meeting she attended on January 6. This weekend she will attend a retreat in Menlo Park. She discussed her idea for a class project relating to how class members and community leaders are making a difference. She thanked Joan for the newsletter article about Peggy's participation in the training.

- Peggy will write a short report for the newsletter noting that her scholarship for the program was sponsored by the Wildflower Run.

Elizabeth discussed a membership article in the upcoming Perspective and emphasized that one should look at new members in terms of attitude and adaptability, not age.

Janet noted the State Convention in Los Angeles is the same weekend as WFR. Jenny will attend. Carol may go. Carol Holzgrafe will go. Peggy noted there is \$1,000 in the budget to defray expenses to attend.

The meeting was adjourned at 8:48 PM.

Marti Jurick, Secretary

Upcoming Events

January 15 – Speech Trek

January 28 – Lisa Maatz

February 19 – New Member Wine and Whine

March 4 – Silicon Valley Reads

March 8 – Lilly Ledbetter