

**AAUW Morgan Hill Board Meeting  
February 5, 2015  
Morgan Hill Community and Cultural Center, Madrone Room**

Present: Marti Jurick, Judy Kinker, Maggie Leininger, Mary Ludwick, Elizabeth Mandel, Peggy Martin, Janet McElroy, Gretchen Merrick, Carol O'Hare, Susan Oldham-Fritts, Jenny Redfern, Elaine Reimer, Sandy Stoob, Joan Sullivan, and guests Mary Cox, Patricia Kindred, Barbara Palmer, and Pat Toombs. A quorum of voting members was present.

**Call to Order/Announcements**

- Co-president Jenny Redfern called the meeting to order at 7:05 pm.
- Elizabeth Mandel requested that Board Restructuring be moved earlier in the agenda.
- Co-president Susan Oldham-Fritts informed the Board that two prior Tech Trek participants, Shannon Coakley and Holly Rottenborn, received Science Fair awards.

**Minutes** - The minutes of January 8, 2015 were approved as submitted.

**Financial Report** - CFO Peggy Martin reviewed the financial report dated February 5, 2015. The report was accepted.

**Membership Report**

- Maggie Leininger reported a total of 148 members, and Peggy said she had input three more into the National database, for a total of 151.
- Maggie reminded the Board that a Wine and Whine/New Member Meet and Greet will be held Wednesday, February 18 at 5:30 p.m. at Rosy's. Elizabeth commented that guests and prospective members are also invited.
- Elizabeth emphasized that the database is used for the email list and must accurately reflect whether members are active. She said the Membership Committee is responsible for adding new member ID numbers to member records. Elizabeth is unable to post photos until Peggy has the national ID number and Maggie has added the member ID to the database. Peggy noted that she does not assign a Branch ID number until National's temporary number disappears.

**Programs**

- Janet McElroy indicated she has tickets at \$5 for "Girl Rising" which will be shown at 1:00 p.m. on February 21 at the Granada Theatre.
- Janet reported that Girl Up, sponsored by United Nations Foundation, has advertised in local high schools.
- Carol O'Hare announced that Cristina Henriquez, author of "The Book of Unknown Americans," will speak at 7:00 p.m. on March 24 at the Morgan Hill Library. The Branch will provide refreshments.

**Committee Reports**

**Website** – Elizabeth reported she has added photos of the 2015 Speech Trek winners to the website.

**Wildflower Run** (see attached report)

- Elizabeth stated the focus during the last month has been publicity, including postcards to other runs, flyers, poster, and online calendars.

- Sue Berghoff will assist with goodie bags.
- Vendors must provide resale license numbers.
- Carol recommended that, in the future, postcards state that funds are being raised for scholarships for women and girls.

**Wildflower Run Sponsors** - Barbara reported \$16,050 in donations to date, with a goal of \$22,000. She read names of several new sponsors. The committee is trying to obtain restaurant gift certificates as prizes.

**Board Restructuring** – Judy Kinker directed attention to an email from Sandy Kirkpatrick, AAUW CA Governance Committee, relating to the bylaws changes approved by the Board. After discussion concerning odd vs. even number of voting members, and addition of Run Sponsor Chair as an appointed voting position, no changes were made. Carol recommended that Judy inform Sandy of the Board’s rationale for the decision.

**2015-16 Slate of Officers** - Janet announced the proposed nominations:

Co-Presidents:	Jenny Redfern and Mary Cox
Vice Presidents, Membership:	Maggie Leininger and Joan Sullivan
Vice Presidents, Programs:	Joanne Rife and Tasha Standridge
CFO:	Peggy Martin
Secretary:	Sandy Stoob

Janet moved to accept the proposed slate of officers for 2015-2016. Passed unanimously.

**Effective Communication Workshop and Volunteers** – Pat Toombs reported on the Leadership Development workshop which was held on January 31. Discussion focused on effective communication. Presenters were Joan Ensign, Margo Hinnenkamp, and Nancy Lowe. Janet, Carol, Kathy Hansell, Patricia Kindred, and Pat assisted. Carol reminded board members to use the results of the fall survey to find volunteers to help with various projects. If someone needs the list of survey respondents, they should contact Joan Ensign.

**DropBox**

- It was moved and seconded (Carol/Judy) to allow any branch member who wishes to have access to DropBox. Passed unanimously.
- Jenny will add to DropBox the results of the interest questionnaire so that committee chairs can use the information to get more members involved.
- Mary Cox suggested the Board allow six months to ensure Dropbox is working effectively before offering it to the general membership.

**GEMS**

- Susan reported that 18 girls visited TenCate in January.
- She said she visited the Whale Festival and Monterey Museum and found it would be an appropriate place for GEMS to visit next year.
- She has been invited to a workshop at Elkhorn Slough; after participating in the workshop, she will be able to take the GEMS group there.
- She has 30 reserved slots for AAAS Family Science Day on February 15.

**Tech Trek** – Elaine Reimer reported applications are being reviewed; interviews will begin in late February. She announced that Joy Safakish will be the new Tech Trek coordinator for 2015-2016.

**New Business**

**Equal Pay Day** – Jenny will think of an activity to recognize the day.

**Legacy Giving** – Peggy said she will discuss this with National because she has some questions about the wording regarding taxes and whether the donor can direct how the funds will be used.

**Branch Check-up** – Carol requested that the Board consider the suggested criteria in the Winter 2015 issue of California Perspective. After discussion, it was moved and seconded (Janet/Carol) that we schedule a retreat in the spring to summarize our year. Passed unanimously. It was agreed that the spring retreat will be held at 6:00 p.m. on April 2, preceding the regular meeting.

### **Other Business**

**Honoree Nominations** – Carol reported she, Kathy Hansell, and Faith Protsman, all previous honorees, met and made nominations, which will be announced at the May Installation. They also nominated Carol Holzgrafe for State honoree.

**NCCWSL** – Carol indicated the application is on the Branch website for women college students in their sophomore or junior year who would like to apply for the award, which covers travel expenses and registration fee for the National Conference for College Women Student Leaders. The Conference will be held May 28-30 at the University of Maryland.

### **Leadership Day/State Annual Meeting/National Convention**

- Jenny announced the northern California Leadership Day will be held in Hayward on March 21. The topic is “Developing the Leader in You” and the cost is \$60 including lunch. Some funds are available to anyone who needs financial assistance.
- The California Annual Meeting will be held in Manhattan Beach on April 18. It includes Speech Trek finals and the Southern California Leadership Day.
- The National Convention will be held in San Diego June 18-21. Mary Cox, Joan Ensign, Carol Holzgrafe, Elizabeth Mandel, Carol O’Hare, Barbara Palmer, Jenny Redfern, and Joanne Rife plan to attend.

The meeting was adjourned at 8:47 p.m.

Marti Jurick, Secretary

### **Upcoming Events**

New Member Meet & Greet at Rosy’s – Wednesday, February 18, 5:30 p.m.

“Girl Rising” – Saturday, February 21, 1:00 p.m., Granada Theater

AAUW CA Leadership Day – Saturday, March 21, Hayward City Hall

Silicon Valley Reads author program – Tuesday, March 24, MH Library

Wildflower Run – Sunday, March 29, Live Oak HS

Spring Retreat – April 2, 6:00 p.m., Madrone Room

Women in Politics – April 23, 7:00 p.m., El Toro Room, Community Center

## February 2015 Board Reports (Wildflower Run & Website)

### Wildflower Run

#### Publicity

- 3000 postcards were ordered January 12. 450 postcards were delivered to the Mission 10 Run (San Juan Bautista) Jan24. Remainder are being distributed. Contact Betsy Ding for some
- Bulk "save the date" email to 2000 email addresses sent Jan 12 (Second will be sent in March)
- NEW: no postcards will be mailed this year (versus 250 the previous year; 1100 the year before)
- 11x17 posters ordered for schools
- 8 1/2 x 11 flyers ordered for businesses
- WFR added to online running calendar and newspaper calendars
- WFR info sent to AAUW branches and state for newsletters and online calendar
- Calendar ad ordered with Out & About (\$35) and info placed in running calendar (March edition)
- Group discount codes provided to many organizations (SVRC, WolfPak, Motherhood Fitness, Moms Run this Town, CRC Water Aerobics, Weight Watchers, Stratford School, MHAC, No Excuses Mom). In addition, I have contacted several other Bay area non-profit mothers running groups to promote the WFR
- NEW: we will be ordering several (4-6) large banners to be placed on fences around town prior to the Run. These will be reusable, with the ability to replace the date. We are also exploring whether to also have "H" signs (like Friends of the Library). May hold off on these until next year.
- NEW: we will be running a Facebook campaign. Still determining for how long. (3-8 weeks). Cost will be \$5 per day.
- Would like to consider public service announcement options but may not get to this

#### Staffing

- Strongly recommend succession: Looking for replacements next year for Hospitality (preferably co-chairs), Tee-shirts, Publicity (don't currently have anyone). Would also like someone to separately manage the data (master database, MailChimp bulk email, and preferably to set up registration forms).

#### Tee-Shirts

- Going with different local vendor this year, Steve's Silkscreen. Price difference (over \$1K) was too big to pass up. He has good recommendations. He will do baby tees and runner shirts. Order placed. \$3K deposit.
- We only had one order for a sweatshirt. Probably won't place order this year.

#### Medals

- designed and ordered.
- we had 120 of the kids' medals left, so will be using them up this year and deferring bulk order until next year

#### Sponsor s

- Sale of products at booths: Sunday Minnich (Mushroom Mardi Gras project manager) has sent me some suggested verbiage re responsibilities of vendors to collect and send on sales tax. It is my responsibility to ensure this happens. I will work with Joan to get this to people having booths. We will ask for copy of resale license.
- County Environmental Health has clarified to me that sponsors CANNOT sell food products if the overall event is still to be within compliance of the Craven Act. (Giveaways are ok with for profit Craven Act forms from them.)
- \$1000+ sponsor logos: on t-shirt backs, postcards, bulk email, posters, and registration form.
- All \$250+ sponsors on the Run website (each listed at a separate level).

## Website

- Updated Speech Trek page (and Speech Trek photo on home page)
- Added Evening Books page, linked from Interest Groups. Since interest groups are a popular aspect of our branch, I suggest that other Interest Groups be encouraged to submit additional details about their group, for inclusion as separate pages as well.

Elizabeth