

## **AAUW Morgan Hill Board Meeting**

**February 4, 2016**

### **Morgan Hill Community and Cultural Center, Madrone Room**

Present: Board members Barbara Palmer, Carol O'Hare, Elizabeth Mandel, Gretchen Merrick, Jenny Redfern, Joanne Rife, Joan Ensign, Joan Sullivan, Joy Safakish, Judy Kinker, Karen Anderson, Maggie Leininger, Mary Cox, Pat Toombs, Peggy Martin, Sandy Stoob, Susan Oldham-Fritts  
and

Other members Kathy Sullivan, Margaret McCann, Marissa Campi, Patricia Kindred

**Call to Order/Announcements** – Co-president Jenny Redfern called the meeting to order at 7:02 pm. Judy Kinker confirmed a quorum.

**Minutes** – The minutes of the January 7, 2016 board meeting were accepted as amended.

### **Financial Report**

CFO Peggy Martin reported that we have \$13,240.42 in the operating account. The transfer of \$116.93 over to programs was done.

It was suggested that the cost of the new PA system could be split between programs and the Wildflower run.

### **Membership Report:**

Maggie Leininger reported that our total is holding at 152 members. We got a new application today with the full membership amount, but the membership cost at this time of year should be half for new members. We can hold onto this application until March, so the person can become a member through 2017 instead of just a few months.

### **Programs Report: Programs & Schedule**

Karen Anderson and Joanne Rife reported the upcoming programs:

February 16 - Seana Hogan on the topic of "Adventurous Woman", Villa Mira Monte, dinner with Seana before meeting at Ladera Grill at 5:15 pm. Joanne will send out an email to ask if anyone wants to join us for dinner.

March 8 - Silicon Valley Reads, MH library

April 3 - Wildflower Run, Live Oak High School

April 15 – 17 – State Convention

TBD – Zoe Lofgren speaks at the Grange, co-sponsored by the Grange and the Gilroy chamber of commerce (not open to the public, just open to AAUW and AAUW guests)

May 15 - installation lunch at Villa Mira Monte

May 22 – ½ day meditation at Villa Mira Monte

### **Committee Reports**

#### **Programs proposal for 2016-17 (Dropbox); possible July 26 speaker**

Margaret McCann discussed the program and social event plan proposed by her and Janet McElroy. The programs committee will plan 10 monthly programs at the library for all months except December and June. The president and the board will plan and facilitate the agenda for ten monthly branch meetings, selecting one small board news or issue to discuss before the program. AAUW volunteers and other committees will plan the 4<sup>th</sup> of July parade (parade coordinator, TBD), the after parade BBQ

(Donna and Margaret), the annual BBQ (past presidents), the September membership brunch (Membership committee), the November Neighborhood event (Membership committee), the December holiday party (Hospitality) and the May Spring brunch (Hospitality). Margaret and Janet have not yet spoken to the next year's Hospitality committee about these proposed additional duties. They will do so and report back to the board next month. The member meeting before the program will include one topic selected by the board. This programs proposal will begin as a trial run in July.

Judy Kinker's daughter may be a possible speaker July 26 on the topic of Saudi Arabia.

Carol O'Hare requested that the holiday party be called the 35<sup>th</sup> branch anniversary party instead.

### **MailChimp: followup on email non-recipients**

Mary Cox reported the MailChimp statistics about our members looking at our MailChimp emails. 33% of our members are not opening our MailChimp emails. Mary has contacted many of these people to ask why they don't open our emails and helped them if they needed technical help. She will continue trying to contact people she has be unable to reach.

We need a job description for the person who sends the weekly MailChimp emails, so we can have this information in one place. The weekly emails should only describe activities for the upcoming week and be limited to about 5 items, so people can read the email quickly.

**Action:** The bylaws committee will write a description for the “weekly email distribution” job.

### **Nominating Committee**

Patricia Kindred reported that the Morgan Hill AAUW board nominating committee's job this year was the easiest it has ever been, thanks to the Leadership Development Team. The nominations follow: President - Mary Cox, Membership VPs – Maggie Leininger and Jenny Redfern, Program VPs - Janet McElroy and Margaret McCann, CFO – Peggy Martin, AAUW Funds – Mary Ludwick, Secretary – Sandy Stoob.

Patricia made the motion to accept the board nominees.

**The motion to accept the board nominees for 2016-2017 passed.**

### **LDT: new member survey, local honors**

Joan Ensign reported that the new member survey went out a few weeks ago to 22 new members and 6 new members responded (27%). Joan is not satisfied with this 27% response and would like to do the new member survey again. Joan requested that we make use of these new people's skills. The other survey for the rest of the membership is in the works and will be out soon.

The Chamber of Commerce is sponsoring a “Celebrate Morgan Hill 2016” event on February 27 at the Morgan Hill Community & Cultural Center, 6-10 pm. One of our members' business is being honored, Guglielmo Winery. Member Marian Tankersley is being honored as the Morgan Hill volunteer of the year.

### **Proposal Request form/process (Dropbox)**

Mary Cox described her proposed “Proposal Requiring Board Approval” document, which she intends to be a standard form with details for proposals to the board.

The board agreed the form should be changed to say "Policies and Procedures changes" instead of "Bylaw changes" and also list budget choices such as local budget, ISPF distribution, or Wildflower Run allocation.

Jenny moved that we adopt this form and try it for a year. Judy Kinker seconded.

**The motion to use the "Proposal Requiring Board Approval" document for a trial year passed.**

### **WFR Race committee**

Elizabeth emailed the following Wildflower Run report before the meeting:

#### Publicity

- Posters and flyers ordered / Postcards available for distribution (Monica McClintock taking this over)
- All online (newspaper and running) calendars and AAUW newsletters notified
- All local running groups (non-profit and other) notified
- postcards delivered to Mission 10
- Will be nice AAUW / Run article in March gmh Today - a focus will be where the money goes
- 400 "likes" on the Run Facebook page
- Our and About "Who Do you Love" voting open - will initiate campaign to get Run votes
- Will have 8 3' x 6' banners, all posted in visible places on private property

#### Tee-Shirts

- will be more expensive this year (larger quantity, more expensive shirt/screen)
- two sweatshirt options for members (purple classic and black zipfront with 2016 design) - orders due February 9 to Donna Dicker

#### Medals

- New medals chair (Shirley Lampkin)
- Ordering online (vs local) large quantities of age group winner medals (96 per year) and 2K sticker medals - large upfront cost should cover 4-6 years of requirements for these medals at significantly reduced cost per medal. However, it does spread our expense unevenly year-to-year
- will continue to order overall winner medals (30 per year) locally each year

#### New Senior 2K

- Kathy Sullivan (DA Kathy) is chairing
- Staffing will be finalized soon - looks good
- Elizabeth working with Senior Center on promotion activities. They are planning things like walks/jogs there led by staff. Have provided custom CRC Senior Center registration form
- Several senior groups have signed up for the 10K and the 2K, so even if we don't get many for the 2K, this new race will have been worth it.

#### Capital Equipment Expenses Planned For 2016 (around \$1400)

- 20 stanchions for 2K events
- 8 stanchions for crowd control around winner podium + 1 additional speaker for Finish Fest
- 16 small cones + second "No Dogs" sign for parking lot
- 4 additional 3' x 6' banners for publicity
- 2 new stop/slow paddles for 5K/10K course

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## Sponsors

- aggressive target (Barbara is awesome)
- up from 14 to 17 \$1000 - \$2500 sponsors (including in-kind) this year

## Volunteers

- committees finalizing staffing needs
- still concerns about Hospitality
- turnover process to new chairs has been inconsistent re conveying expectations (budget input/budget approval/ownership)- something to monitor more closely in the future

Susie Parrish will be in charge of youth.

Karen McDonald and Joy Safakish will co-chair the Hospitality Committee.

A lot of WFR chair people were swapped out, so some things aren't going as smoothly this year. Pat and Elizabeth trying to improve communications.

Carol O'Hare reported that less than 20% of our members have donated to the Wildflower Run.

We will send out a MailChimp email requesting members to donate to the WFR, with a donation link in the email.

Elizabeth said we need to buy the new PA sound system in time for the run.

## **WFR Sponsor committee**

Barbara Palmer reported that we currently have \$18,450 in sponsor donations. Last year's total was \$23,700 and this year's goal is \$26,000. Kathy Stanton has been getting gift cards. The Running Shop is going to give us 1,000 bags and 2 shoe certificates. This is crunch time for the team. After the push for the big sponsors, they plan to contact smaller sponsors (\$100 - \$200 range).

## **Speech Trek results**

Margaret McCann reported that Speech Trek was our first monthly program at the library (4<sup>th</sup> Tuesday of the month). The library is a great venue with everything already set up, a microphone and a projector. Three girls (from Sobrato, Live Oak, and Oakwood) participated in Speech Trek. The winner's tape will be sent to AAUW California for review. Several will be selected to compete in Speech Trek for California at the AAUW convention in April.

## **Wildflower: copy editor needed for April and layout editor needed beyond**

Carol O'Hare will be out of the country March 12-26, so she needs help with the newsletter. Yvonne could help with the April newsletter when Carol is back for a week, but it would have to go out a little late. We can figure out the May newsletter later.

## **GEMS**

Susan Oldham-Fritts reported the busy GEMS activities. Eighteen girls attended the WhaleFest last month, this month they are going to the Monterey Bay Aquarium, and in March they are going to the Tech museum.

## **Scholarships & Grants: LJ Healthcare, KIT**

Kathy Sullivan is working with Gavilan College on the Laura Jenkins Healthcare scholarship. Applications are due March 1. The Gavilan nursing program has 34 girls who are eligible for the scholarship. Kathy Sullivan, Joan Stempel and Sharyn Frentner will review the applications and select the scholarship winners by mid March. This scholarship will be opened up to other healthcare fields in the future.

Marissa Campi reported that the KIT (Keeping in Touch) grant applications have gone out to 22 people. 7 applications were returned. We have \$7,000 to disburse for KIT.

The STEM workshop applications are going well.

## **Tech Trek**

Joy Safakish reported that she is on target with the Tech Trek timeline. 22 applications were sent out at the beginning of January, for the February 1 deadline. Some applications are still pending. We are allocated 8 campers, with 2 alternates. We won't know until March how many beds we will have.

## **New Business**

### **Elect Her!**

Jenny Redfern reported that AAUW San Jose is sponsoring an Elect Her event on February 12, 9:30 – 3:30 at the Wellness Center. Swanee has been notifying interested women in South County. Jenny is going as an observer. If you are interested in attending, contact Swanee.

## **Plan ahead: dates for Annual Board Retreat (June 25 or 26), BBQ (Aug 6), July 4 parade coordinator needed**

Mary Cox reported that we still need a 4<sup>th</sup> of July parade coordinator. The board retreat is scheduled for June 26.

## **Other Business**

### **Jan. 22 “Step Up for Pro-Choice” report (Dropbox)**

Jenny Redfern reported that on January 22 she attended a “Step Up for Pro-Choice” event in Los Altos, sponsored by AAUW Los Altos/Mountain View. The speakers were fantastic.

## **Future Events**

- Adventurous Women, Transatlantic Record Holder Cyclist Seana Hogan, February 16, 7 pm, Villa Mira Monte
- Next board meeting, March 3
- Silicon Valley Reads, March 8, 7 pm, MH Library, Benjamin Parzybok, “Sherwood Nation”
- Wildflower Run, April 3, Live Oak High School
- Congresswoman Zoe Lofgren, TBD, the Grange, co-sponsored by the Grange and the Gilroy Chamber of Congress
- 2016 AAUW CA Convention, Friday – Sunday, April 15 – 17, 2016
- Spring brunch (Installation brunch), May 15, Villa Mira Monte

## **Adjourn**

The meeting was adjourned at 9:00 pm

Sandy Stoob, Secretary