

AAUW Morgan Hill Board Meeting

April 7, 2016

Morgan Hill Community and Cultural Center, Madrone Room

Present: Board members Carol O'Hare, Elizabeth Mandel, Gretchen Merrick, Janet McElroy, Janet Wright, Jenny Redfern, Joan Ensign, Joan Sullivan, Joy Safakish, Karen Anderson, Mary Cox, Pat Toombs, Peggy Martin, Sandy Stooob, and other members Carol Holzgrafe, Kathy Sullivan, Lee Hagan, Margaret McCann, Margo Hinnenkamp

Call to Order/Announcements – Co-president Jenny Redfern called the meeting to order at 7:04 pm. Carol O'Hare confirmed a quorum on behalf of Judy Kinker.

Minutes – The minutes of March 3, 2016 board meeting were accepted as amended.

Financial Report

CFO Peggy Martin reported that we have \$12,990.42 in the operating account. There haven't been too many transactions, most of which were related to the Wildflower Run.

The charge for the new PA system will be taken out of the operating account.

Peggy met with Virginia Beck in 2014 to learn about best financial practices. Virginia told Peggy the branch needs to file the RRF-1 form with the state of California. When Peggy learned this, she started filing the RRF-1 form. Nonetheless, the Department of Justice, Attorney General's office sent a letter saying we must back file all RRF-1 forms from June 30, 2010, or lose our tax exempt status. Peggy has done the reports, will have it reviewed, then send it off to the Department of Justice. Peggy will report on the status of the RRF-1 forms at our next meeting.

Membership Report:

Joan Sullivan reported that we currently have 169 members, with 6 new members joining since our last meeting.

Peggy will send out an email reminder for all of us to renew our AAUW memberships for 2016-2017, with a link we can click to renew.

Programs Report: Programs & Schedule

Karen Anderson reported the upcoming programs:

April 10 – Yvonne's going away party at the Mary Cox's, 4-6 pm

April 15 – 17 – AAUW California State Convention

April 23 – Zoe Lofgren speaks at the Grange, 10 am. She wants some questions, so please send your questions to Karen Anderson. Zoe's main interest is immigration.

May 15 - installation lunch at Villa Mira Monte

May 22 – ½ day meditation at Villa Mira Monte

June 26 – board retreat

Committee Reports

WFR Race committee

Pat Toombs and Elizabeth Mandel reported that it was a really clean run, mostly because we had the A-

team from the timing company SVE. Overall the race went off without a flaw. There were no timing errors, we had great runner feedback, and terrific pictures and media coverage from Morgan Hill Times. Financially it was another successful year as well, estimating a net income of \$45,000.

New 2K Event:

Our new Senior 2K had just 20 participants, but everyone seemed to be there for a special reason – a few used to run the 5K and were excited to find a way to continue participating; another decided to walk it with his family to celebrate his 80th birthday. We hadn't known exactly how to position the event but the participants did that for us. We recommend continuing it, but positioning as a walk, having (easily customized) finish ribbons but no medals or prizes, and continuing to promote it through the CRC Senior center. This positioning will keep us able to continue the event at a lower cost than any other event and hopefully enable us to keep the price down (these seniors are particularly price sensitive).

Publicity:

Pre-Run Publicity by Elizabeth Mandel played a large part in helping us reach out to more runners and sponsors than ever. She wrote several articles for local newspapers and magazines, including a 4 page article in the March GMH Today about AAUW which included 1 page just on the Run, and the MH Life article that came out the week before the run, talking about what the money is raised for. She also expanded our on line promotions and PSAs on local radio stations here and in Monterey, and secured reciprocal agreements with various groups for cross publicity both this year and hopefully in future races as well.

We also put out 9 banners (purchased 5 new ones) around the Morgan Hill area on private property provided by our members. All 9 banners were returned to the attic, along with the frames. Banners will be updated with the new date and used next year.

Large Purchases:

This year we came to the end of our medal and old T-shirt supplies, so we have larger purchases in those areas. Shirts costs approximately \$1 more each due to t-shirt color and additional printing costs. There are 409 T-shirts left. We're set for approximately 8 years for Kids medals, and approximately 6 years for age-group winners. Overall 1-2-3 medals will have to be ordered each year.

We also had large one-time equipment purchases to make us more self-sufficient and better organize areas of the race events. We purchased stanchions for both the 2K track and podium at Finish Fest, and cones for the parking area. 5 additional banners and frames were bought to help with our local publicity. We also got a new portable PA system that can be used for other events as well (not fully paid for with race funds). We anticipate another one-time buy of course A-Frames next year, but that is being left up to the Course Marshal Chair.

Upgrades for 2017:

We recommend a price increase for 2017, since we have not had one in several years, and we're really one of the least expensive races out there. Our general touchstone of keeping costs at 50% or lower of our registration was badly over-shot this year, though a lot of that was due to the one-time equipment purchases. We recommend raising pricing \$5 per registration next year (except for Sr. 2K). Also we recommend raising the price an additional \$5 on race day, as an incentive to get folks to register early.

This small amount should not prevent race day registrations because of the expense, and it won't effect on line registrations at all.

Additional details:

Race Details:

- 1001 runners in all categories
 - 10 K - 213
 - 5 K - 398
 - Walk - 228
 - Stroller - 56
 - 2 K - 86
 - Senior 2 K - 20

Sponsor Details:

- Final donations \$24, 950
- Number of sponsors, 54
 - 3 \$2,500 level
 - 1 \$1,500 level
 - 6 \$1,000 level
 - 3 \$500 level
 - 29 \$250 level
 - 2 \$200 level
 - 1 \$150 level
 - 9 \$100 level

Individual Donations: total \$9,612

- Member donations \$8,362
- Non-member donations \$1,250

Sweatshirt sales handled by Donna Dicker:

- Purple Sweatshirts 9 x \$25 = \$225
- Black zip Sweatshirts 62 x \$35 = \$2,170
- Black zipper Sweatshirts will be available for purchase again in the fall, we ran out of them this year due to popular demand.

WFR Sponsor committee

Elizabeth Mandel reported on behalf of Barbara Palmer that we have just under \$25,000 from sponsors. The corporate sponsorships plus member donations are about equivalent to registrations.

WFR Member donations

Carol O'Hare reported that we continued to get member donations as late as Monday. 49.3% of our members donated, for a total of \$9962.

LDT: member surveys

Joan Ensign was excited to report survey results. 12 out of new members 22 responded. Over 50% of new and existing members responded, which is fabulous. Prizes were awarded to a few randomly

drawn people who completed the survey, as incentive to return the survey.

Joan suggested survey ideas to discuss at the retreat: community involvement, friendly members, interesting members.

Members liked a lot about our AAUW branch.

Members liked the following the least: too social at times, lack of diversity

Margaret McCann and Kathy Sullivan reported on their Leadership Morgan Hill activities. 19 people are participating, including a lot of younger people with very high energy and great ideas. LMH meet 6 times a week and are currently trying to get their project off the ground. Margaret reported that it is fascinating to work with so many different people. Margaret participates in the fund-raising group, and Kathy in the PR group. The project is to create a community, educational oasis at Central High, cleaning up and beautifying the ½ acre land around Central High School and building raised beds for vegetables to be grown by students.

Scholarships and Grants

Janet McElroy reported that high school scholarships have been announced. The re-entry scholarship winners have been selected (4 women), but the committee has one more step to do. They will announce the re-entry scholarship winners at the next board meeting.

Directed Scholarship Donations

Mary Cox summarized the discussions of the AAUW Directed Donations Committee and explained their recommendations. The committee met on March 16 and was attended by Joanne Rife, Janet McElroy, Elizabeth Mandel, Pat Toombs, Peggy Martin, Jenny Redfern, and Mary Cox (Chair). The purpose was to review if, and how, directed donations could be accepted; to report findings; and make a recommendation to the AAUW-MH Board.

The discussion details can be found in DropBox.

Recommendation

A policy/procedure should be written, reviewed by Bylaws Committee, and introduced by motion for acceptance by our Board. The policy/procedure should describe our Allocation process, including the procedures for accepting and allocating directed donations.

Suggested wording follows:

AAUW-Morgan Hill branch leadership and members follow AAUW National policies and procedures for fundraising and mission based program allocations.

All donations from members and non-members are held in our Inter-branch Special Projects Foundation (ISPF) account. An Allocation Committee, composed of representatives from mission programs (i.e. Scholarships, Tech Trek, GEMS, etc.) and branch leadership, meets in late summer to make allocations from fund-raising activities and donations received in the previous fiscal year July 1 - June 30. For example, the allocation committee meeting in August 2016 will include all general and directed donations received from July 1, 2015, to June 30, 2016, and allocate them to be disbursed by June 30, 2017.

The branch leadership contacts each donor making a directed donation of \$1000 or more. The Branch President, CFO/Treasurer, or Allocations chair communicates with the donor to explain our mission programs and allocation process. We will follow the best practices to respect the intent of each donor.

We follow the same process for memorial donations, and will respect the family's wishes regarding direction and timing.

Donations directed to specific individuals anytime or to specific mission programs at the interview or selection stage cannot be accepted.

Questions regarding donation requests not covered above should be directed to the branch President, the CFO and the Allocations Chair.

NCCWSL Conference

Mary Cox and Carol O'Hare reported that one of our KIT recipients (and a San Jose state student) talked to them at the Wildflower Run, and told them she is very excited to go to NCCWSL. We decided not to allocate money to send anyone to NCCWSL, so they wondered who is sending her to NCCWSL. She is being sent to NCCWSL by National. Mary put her in touch with another San Jose State student going to NCCWSL.

Tech Trek

Joy Safakish reported that all the Tech Trekers helped at the Wildflower Run, except one. We have 8 girls going to Tech Trek, with 2 alternates. Things do not look promising for spaces freeing up for the 2 alternates. The Tech Trek Meet & Greet event is coming up May 18, but no venue is decided yet. Joy's committee is doing the goodie bags for the Tech Trek girls again, which they can take to camp. She'll be sending out a request to donate items for the goodie bags. Joy will also write an article for the newsletter. Yvonne Duckett will do the summer newsletter long-distance.

Speech Trek

Margaret McCann and Carol Holzgrafe reported that Nikita, our speech trek winner, was disqualified in the AAUW California State competition because her video was over 6 minutes. Her speech was actually under the required 6 minutes and should have been accepted as valid. Margaret wrote strongly worded letters to the committee, the oversight committee and the state president asking them to reconsider Nikita's submission. They agreed they made a mistake, but were unwilling to reconsider Nikita's submission. Because of this lack of support from AAUW California, members of the speech trek committee do not want to participate again.

New Business

MHUSD Election forum

Jenny Redfern and Janet Wright reported that they are working with the Chamber and Morgan Hill Life to sponsor a forum for the 2 MHUSD school board candidates. The forum will take place on Thursday, May 5 at the Community playhouse. Doors open at 6:15 pm. Margo Hinnenkamp will be the moderator. It costs \$75 to rent the playhouse for a weekday evening. Sobrato High School students will work with us to work through the questions. A few questions will be prepared ahead of time as well. Some details are still to be worked out. Morgan Hill Life will do a preview of the forum in the 4/27 issue. Jenny and Janet will email AAUW members to attend the forum. We will provide

waters leftover from the Wildflower Run, but no other hospitality.

Equal Pay Day

Jenny Redfern reported that Equal Pay Day is April 12. As an Equal Pay Day activity, Jenny took cookies with a piece cut out representing womens' smaller pay to Sobrato High School for today and tomorrow. A Sobrato student will write about the experience in Morgan Hill Life.

Other Business

AAUW Convention - carpooling

Jenny Redfern, Mary Cox, Joanne Rife, Peggy Martin, Barbara Palmer, and Joan Ensign plan to attend the AAUW CA convention. If you would like to carpool, get in touch with Jenny.

4th of July parade

Need a coordinator.

Taste of Morgan Hill

Need a coordinator.

IBC Meeting notes

Mary Cox posted the minutes in DropBox

Next board meeting

The next board meeting is rescheduled because the MHUSD school board candidates forum is set for May 5, the same day. The next board meeting will instead be on Wednesday, May 11, in the Machado Room of the Morgan Hill Community and Cultural Center.

Future Events

- April 10, 4-6 pm, Yvonne's going away party at Mary Cox's, bring an appetizer or dessert
- April 15 - 17, AAUW CA Convention
- April 23, Congresswoman Zoe Lofgren at the Grange, 10 am, co-sponsored by the Grange
- May 11, AAUW board meeting, Machado Room
- May 15, Spring brunch (Installation brunch), Villa Mira Monte
- June 26, Board Retreat

Adjourn

The meeting was adjourned at 9:02 pm

Sandy Stoob, Secretary