

**AAUW Morgan Hill Branch
Board Meeting Minutes
October 1st, 2020 6:45pm Gather, 7:00 Start
Location: Zoom Conference Call**

Meeting was called to order at: 7:01pm

Quorum was present: Yes

16 Voting Board Members Present on Zoom: Tessy Albin, Carol O'Hare, Barbara Palmer, Kathy Hansell, Yvonne Randolph, Donna Dicker, Janet Wright, Sherrie Wren, Peggy Martin, Janet McElroy, Amy Whelan, Pat Toombs, Maggie Leiningner, Marian Sacco, Elizabeth Mandel, Chris Hopwood.

4 Non-voting Members Present: Monica McClintock, Margaret McCann, Patrice Lyn, Joanne Rooney.

Approval of September 2020 minutes:

- Minutes approved as written.

Announcements:

- None.

Allocations: (Elizabeth Mandel):

- \$50,000 is listed as being allocated, but changes may happen.
- Due to Covid and lack of normal WFR in 2020, a buffer of \$9.8K was held back this year.
- This year really requires a lot of flexibility, many events are now virtual, and may not be worth the cost that the live events would be.
- Another allocations meeting will be held in January 2021 to re-allocate held-back funds as needed, and other needs may surface that we may want to fund.
- Due to detail, Allocations Presentation is incorporated as part of Board Meeting Minutes.

Approval of 2020-2021 Allocations: Elizabeth Mandel made a motion to pass the Allocations as listed now. No second Motion required (Elizabeth is the chairperson of the Allocations committee). Motion passed with a unanimous approval.

Peggy Martin and Elizabeth Mandel spoke with Susan Oldham-Fritz regarding a new scholarship for STEM. The Fritz family would fund the scholarship with a 10K donation, payable out as 1K for each year for 10 years. No announcements, no notice to membership, Susan wants to keep her family's participation very private. Details still being worked out.

Treasurer's Report (Tessy Albin):

- September 2020 ending balance \$24,378.63.
- Still missing some invoices for plaques and Zoom (for Programs), branch insurance paid.
- Questions about how the Centennial Trail Markers were paid for, we need to reimburse Marian Sacco. This requires an exception to our rule that says that the board has to pre-approve expenses over \$50. Carol O'Hare will be working on how to proceed with this for our November Board Meeting.

Programs Report (Yvonne Randolph):

Fall Program Schedule:

- Sept. 22: Lennie Moore, Composing Video Game Soundtracks.
 - Had 24 people from Zoom, and about another 180 through Facebook.
 - Yvonne wants to get a YWL to do the advertising on Instagram for her, Peachtree isn't cutting it.
- Oct 14th: Candidate Forum.
 - Everyone but Larry Carr is showing up. Since everyone else is showing up we hope he will.
 - Gino Borgioli wanted questions ahead of time, but we're not doing that. He finally agreed.
- November 24: Saskia Wilson-Brown, New Directions in the Creation of Scents.
 - Now scents are being made by an independent group of creators to commemorate personal experiences.
- December 22: Lenore Newman, Culinary Historian.
 - Foods eaten to extinction, what would you eat if there was no more chocolate?

Membership Report (Kathy Hansell and Sherrie Wren):

- 156 members. 19 members did not renew.
- Regarding our draft branch (non-national) associateship, Sherrie spoke with Diane Owens, Board President of AAUW CA and member of the AAUW National Governance Committee. The issue of non-degreed AAUW members will be voted on by AAUW National Board in May 2021. The proposition for vote in May 2021 specifies to allow members with no degree who will be asked to pay full national, state and branch dues.
- Sherrie offered to send Diane our bylaws addendum 9 and Jenny's proposal (with board permission) as an example of Morgan Hill Branch work on this issue. Further discussion on this during the November 2020 Board Meeting.

2021 Wildflower Run Update (Janet McElroy and Marian Sacco):

For 2021 we have a team of 12 Members, plus Marian Sacco (facilitator) to decide the path forward for 2021 event. Team is to Define and Design, they do not implement.

Key Recommendations:

- Do a Virtual Run and do it very well.
- Promote Sponsors by filming 30-60 second video's in advance on "why they are committed to the mission of AAUW and the WFR".
- Feature Scholarship and Speech and TT winners in videos, maybe let them do it themselves but we promote.
- Promote and publish these videos in the weeks (4-6) leading up to the March 28th date. This date should be in the "window" of time for the virtual run event.
- Include all National AAUW members and branches in this "expanded" format for 2021. For sure all California.
- Include all our members contacts as we promote beyond the local area via social media.
- Continue with age groups and have both kids and seniors.
- T-Shirts (unique) and other "swag" will be needed to get registrations BUT some runs are charging for shipping. Masks can be included too.
- A donation button can be added with on-line registrations.
- Financial Targets will be discussed next meeting as data will be presented on last 5 years.
- Idea to dedicate the run to local businesses that have participated over the last years. About 50 in-kind sponsors.

- Idea to use some type of “master class” as a promotion to expand our audience. Use Facebook live events to promote.

Further meetings will be held on Wednesday evenings for the next 4-6 weeks.

2021 Wildflower Run Sponsors Report (Barbara Palmer and Amy Whelan):

- Want to highlight sponsors that have sponsored us for so many years.
- Still a work in progress.

Bylaws (Carol O’Hare):

- Updates made to the Tech Trek Chair job description.
- Updated description of Experience Binders done, this is part of Policies and Procedures

Carol O’Hare has made a motion that the board approve the updated job description for Tech Trek, and an expanded description of experience binders as part of our branch policies and procedures. The latter involves amending Policies and Procedures VI #8 and will also be included in each board member job description. No second needed, Carol is head of Bylaws. Motion passed with unanimous approval.

Program, membership and secretary descriptions will be considered later.

Scholarships Report (Donna Dicker):

- A new scholarship of \$500 was approved for women attending the Adult Education program through the MHUSD who are completing their high school graduation requirements and plan to transition to college. The scholarship will be under the umbrella of the Re-entry/Deferred scholarship committee.
- All other Local Scholarships have been updated on our branch website. Thanks to Sandy Stoob (website), Tammy Parker, Joan Sullivan, Lori Mains, Mary Cox, and Vicky Reader for their commitment to scholarships.

Young Women Leaders (Margaret McCann):

- Sruchi Pate. Of YWLs organized and MC’d a Ruth Bader Ginsberg event on September 26th. Marty Cheek is doing a write-up in the Morgan Hill Times.
- Hassti Tiragardoon from YWLs is working with League of Women Voters to get the vote out. She is organizing a “call the candidate” event with them.
- Amirah Alexander is working with Cecelia’s Closet to collect costumes and candy for a kids’ Halloween party, deadline is October 19th.
- YWLs are participating in a climate change forum on October 11th from 5-6:15. Diya Kandra (YWL) is organizing the debate with city council candidates being put on by the Silicon Valley Youth for Climate Action – MH Chapter.
- A YWL may be the moderator for the Candidates Forum on October 14th, they are viewed as being a source for an unbiased moderator.
- Les Taylor is holding a leadership skills meeting for YWLs on October 11th.

E-Mail Policy (Monica McClintock):

- Darcy Foster has joined Monica to do our weekly email blasts.
- Review of policies and procedures for email blast, addendum 7. The board needs to define what and when emails are sent out.
 - Need to define what exactly what can go into email blasts – i.e., non-AAUW items should not be submitted.
 - Define when we have special emails in addition to the weekly email blast going out.

- Remind folks that submissions should be very short.

Community Grants (Susan Rife):

- No Report.

IBC (Inter-Branch Council) Marian Sacco and Chris Hopwood):

- First meeting was held earlier this month, Marian Sacco was asked to be Treasurer.
- A few branches in our IBC have newsletters, there was a request to share newsletters, Chris Hopwood will be sending ours and receiving those from other branches.

Communication Position (Former Board Publicity Role, Changed and Expanded) (Janey McElroy):

- This job is viewed as being the coordinator of four other communications positions listed below. Still looking for this person.
 - **Social Media:** Kay Arora will be taking over all our social media including WFR. Rina Sutara is doing postings on SM platforms related to AAUW Nationals, etc.
 - Facebook, Instagram, Twitter, Nextdoor, etc.
 - **Community Partnerships:** Patrice Lyn will be handling these.
 - Personal, Face to Face variety of communications. We currently have folks doing some of this work (Elizabeth Mandel handles the Chamber, other members work with Friends of the Library, etc.).
 - Print Media: Relationships with local papers, promoting events including online calendars, Submit regular articles about AAUW Programs, Wildflower Run, etc.
 - **Traditional Electronic Media:** Monica McClintock, Darcy Foster, Chris Hopwood, Elizabeth Mandel and Susan Persing handle these.
 - Non-Social Media, electronic media that uses PCs and Email. This includes things like our weekly email blasts, our newsletter, our Branch and WFR websites, and Calendar Management.
 - **Other Areas of Communications Management:**
 - Brand Management and Graphics – Elizabeth Mandel.
 - Bulk Emails.

Speech Trek (Joanne Rooney):

- Joanne will be contacting school principals to spread the word, since department heads don't seem to be sending anything out.
- Rules need to be placed on our AAUW branch website.
- Timeline: MOU is due next month to MHUSD, actual contest is in February. Very hard with Covid and so many things on school administrators' plates.
- Our new communications team may be able to help spread the information.

Events (Various):

- October is Centennial Anniversary of California voting for women.
- Programs: Candidate Forum Questions.
- November Board Meeting set for November 5th, 2020, Board Zoom/Hybrid meeting 7:00pm.
- Morgan Hill Community Foundation is holding their annual Philanthropic Celebration November 13th. We can still submit candidates from AAUW through Tuesday October 6th.

Other Business:

No other business.

Adjourn (9:00)

Respectfully Submitted by Pat Toombs, Secretary.