

**AAUW Morgan Hill Branch
Board Meeting Minutes
November 5th, 2020 6:50pm Gather, 7:00 Start
Location: Tessy Albin's Office/Zoom Conference Call**

Meeting was called to order at: 7:00pm.

Quorum was present: Yes

4 Voting Board Members Present at Tessy's office: Marian Sacco, Suman Ganapathy, Tessy Albin, Pat Toombs

9 Voting Board Members Present on Zoom: Carol O'Hare, Barbara Palmer, Kathy Hansell, Janet Wright, Sherrie Wren, Janet McElroy, Maggie Leininger, Elizabeth Mandel, Joy Safakish.

2 Non-voting Members Present: Joanne Rooney, Susan Rife (joined late).

Approval of October 2020 minutes:

- Minutes approved as written.

Announcements:

- Pat Toombs is the 2020 AAUW Philanthropy Honoree for the Morgan Hill Community Foundation Philanthropic Event on November 13th, 2020. Event is virtual (free), but dinner can be ordered from 3 restaurants \$65-\$75, \$10 from each ticket goes to the MHCF's Disaster Relief Fund.
- Pat will not be in town for December Board meeting, Suman will take notes – thank you Suman!

Treasurer's Report (Tessy Albin):

- October 2020 ending balance \$23,017.63. Income was \$100, from new members.
- Plaque expense paid to Suman, storage unit bill paid, PO box paid, total expenses amount \$1,461.00.
- Carol O'Hare made a motion that we reimburse Marian \$500 for her expenses for the Centennial Trail Markers. Suman Ganapathy seconded. Motion unanimously approved. This is not the total expense, there is still another \$250 outstanding that might still need to be reimbursed if it isn't funded from another source.

Programs Report (Marian Sacco for Yvonne Randolph):

Fall Program Schedule:

- 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?

Yvonne will get help from the communications group for promotion of these two programs.

Membership Report (Kathy Hansell and Sherrie Wren):

- Kathleen Rose (president of Gavilan) is not renewing her AAUW membership. She is saying it is due to budget cuts at the college. She was given a personal membership by the branch a few years ago, but is not rejoining on her own. It was decided not to extend another free membership from our branch.
- National will be raising dues for the next three years, \$3 in 2022, \$5 in 2023, \$5 in 2024. This raises National's total annual dues to \$62, \$67, and \$72, respectively.

2021 Wildflower Run Update (Marian Sacco):

Focus for planning group is now on engaging our membership for implementation, marketing and registration.

Key Recommendations:

- Dates are March 20th -March 28th for the virtual run.
- Registration starts in December, pricing for all run versions are the same.
- Major concern: how are we going to reach the runners? Promotions for running teams, run challenges, etc.
- Main need right now is for marketing strategy, we really need this first.
- Looking for a leader to take on a final "event" for March 28th. Webinar, exercise program, speaker, etc.
- We really need more members to participate. We need a sponsor video team, we need other resources from the branch to step up.
- Member donations: maybe we ask for more money from members since they don't have a normal WFR job.

Further group meetings will be held on Wednesday evenings for the foreseeable future. There is a marketing strategy meeting on Tuesday the 10th, all members welcome.

2021 Wildflower Run Sponsors Report (Barbara Palmer):

- 2021 Sponsors Packet overview.
 - Since we don't have signage, or booths, or swag bags we're focusing on substituting in videos and links on our website back to their business websites. Videos will start at 30 seconds, and go up from there. We still have some print publicity options, trying to work that out as well.
 - Will need a videographer, need some ideas for people to talk about, either their company, or why they donate to AAUW, etc., may have videos of Tech Trek girls, Young Women Leaders, etc.
- Timeline for Sponsor Communication discussed.
- Already have commitments from 5 \$1,000 Sponsors, even without total offerings in place.
- Will ask sponsors what other things they may want for their donation.
- Gwyn Saucedo and Janet Wright will be helping Carol O'Hare on the membership campaign.

Bylaws (Carol O'Hare):

- Updates made to the Secretary job description, approved by Bylaws.
- Updates made to the Newsletter Editor job description, approved by Bylaws.
- Carol O'Hare made a motion to accept both new job descriptions, no second needed, motion passed unanimously.

Community Grants (Susan Rife):

- December 15th is the date that all community grant applications are due.
- Website is updated, emails sent to all recipients from last year.
- Suggestion made to give money to MHCF for their disaster relief fund.
- Cap per grant is \$1,000, average given out is \$750, usually 7-10 grants given out.

Young Women Leaders (Joy Safakish for Margaret McCann):

YWL meeting next week, three new members have joined this year.

Communication Team, Draft Org Charts and discussion (Marian Sacco and Suman Ganapathy):

Org chart presented that shows various types of communications jobs and names rolling up to their area of communications, and then to up to the communications board seat:

- Weekly Email Blasts and other announcements (Monica/Darcy)
- Newsletter
 - Copy editor (Chris)
 - Layout Editor (Chris)
- Website
 - Design (Elizabeth)
 - Brand Management (Elizabeth)
 - Posting and Maintenance (Sandy)
 - Branch Calendar (Susan P for interest groups)– Action item, request made for all committees to send in their critical dates to Marian and Suman for a potential Branch Calendar. This is tied to branch activities and committee due dates, not a calendar of branch events or interest groups.
- Publicity and Print
 - Wildflower Run (Anne)
 - All other (Patrice)
- Social Media
 - CA/National (Rina)
 - External/Local (Amina)
 - Wildflower Run
 - All other
- MHUSD/Young Women Leaders (Margaret)

Additional charts for WFR communications team, Branch committees and Touching potential new members. Need to have a way to contact potential members to join, like from attending programs, or expansion of email listings,

Speech Trek (Joanne Rooney):

- AAUW members can't be judges for Speech Trek, need to get those from Toastmasters, etc. Need names from other groups.
- Joy posting info about Speech Trek to YWLs.
- Joanne working with principals at local schools for promotion, outreach, etc.
- Seems to be a personal plea that works, not emails. Showing up in classrooms works.

Leadership (Janet McElroy):

Team update:

- Sponsorship team doesn't need new members.
- Nominating committee appointed by Marian Sacco is Monica McClintock, Janet McElroy, Maggie Leininger, Joan Ensign, Maggie is chair.

Events (Various):

- Morgan Hill Community Foundation is holding their annual Philanthropy Celebration November 13th.
- December Board Meeting set for December 3rd, 2020, Board Zoom/Hybrid meeting 7:00pm.

New Business:

No other business.

Adjourn (9:01)

Respectfully Submitted by Pat Toombs, Secretary.