



**AAUW Morgan Hill Branch Board Meeting Minutes**  
**December 3rd, 2020 7:00 – 9:00 pm**  
**Location: Zoom Conference Call**

**1. The meeting was called to order at: 7:01 pm. A quorum was present.**

- Voting Board Members Present: Marian Sacco, Suman Ganapathy, Tessy Albin, Yvonne Randolph, Maggie Leininger, Peggy Martin, Carol O’Hare, Janet Wright, Sherrie Wren, Janet McElroy, Elizabeth Mandel, Joy Safakish, Amy Whelan, Chris Hopwood, Donna Dicker.
- Voting Members excused: Pat Toombs, Barbara Palmer
- Non-voting Members Present: Joanne Rooney, Kim Gardner, Margaret McCann

**2. Approval of November 2020 minutes:**

- Minutes approved as corrected.

**3. Announcements:**

- President Sacco introduced new member Kim Gardner. Kim gave a brief overview of herself and her past experiences. She will be joining the newsletter team and take on the role of copy editor after a transition period, helped by Chris Hopwood, who will revert to being the layout editor.
- Meeting attendees introduced themselves to Kim and gave brief overviews of themselves to enable her to get acquainted with branch members.
- Carol O’Hare apprised everyone on board member Kathy Hansell’s current health and how we can support her.
- Interest Group chairs, please send updated dates and details to Susan Persing for the website calendar.
- Ways to contribute to the BookSmart Book Drive were discussed. Deadline December 11.
- ISPF Update:
  - Peggy Martin reported that \$10,000 was sent to AAUW National per 2019-2020 allocations decision.
- IBC Update:
  - Marian: The Interbranch Council (IBC) consists of 7 AAUW branches in Santa Clara County: Gilroy, Los Altos-Mountain View, Los Gatos-Saratoga, Morgan Hill, Palo Alto, San Jose, Cupertino-Sunnyvale. Some branches aren’t meeting at all, e.g. Palo Alto. AAUW-CA has hired a marketing company to rebrand the California AAUW to highlight the mission and attract new members.
  - AAUW-CA is hosting its final virtual Work Smart Salary Negotiation workshop on Tuesday, December 8 (11.45 AM – 1.PM). Sign up virtually and spread the word.
  - Los Altos museum has a ‘Rise Up! The Fight for Women’s Suffrage’ exhibit open till the end of January. Check the website to see if it will remain open due to new COVID guidelines.

#### **4. Treasurer's Report (Tessy Albin):**

- There has been limited financial activity this year.
- Bank balance brought forward on October 31, 2020: \$23,017.63.
- Income of \$150 from advertising.
- Expenses of \$1605: \$500 towards reimbursement of Women's Week trail markers (Suffrage signs), \$75 towards Philanthropy Night dinner for Larry Toombs, \$30 for IBC dues, \$1000 to the Morgan Hill Historical Society for the placement of two bench plaques for the Women's Vote Centennial.
- Bank balance carried forward on November 30, 2020 is \$21,562.63.
- Marilyn Gadway was sent an invoice of \$225 towards defraying costs of Women's Vote Centennial bench plaque honoring Virginia Mae Days. Awaiting an answer.
- We hope to make another \$2500 from memberships. Membership renewals begin on March 15

#### **5. Programs Report (Yvonne Randolph):**

- November 24: Saskia Wilson-Brown, New Directions in the Creation of Scents – there were around thirty people watching live through Zoom, and to date 379 have watched via the Facebook Live video.
- December 22: Lenore Newman, Culinary Historian will join us from Canada to talk about foods that have gone extinct.
- January 26: Christina Hunger, speech language pathologist who revolutionized communication by dogs using buttons ([hungerforwords.com/posts](http://hungerforwords.com/posts)). In case she can't make it, she will refer others.
- February 23: Speech trek
- March 28: 38<sup>th</sup> Wildflower Run virtual daytime program

#### **6. Membership Report (Sherrie Wren):**

- We have one new member, Wendy Miller, an IT publicity person and experienced in social media campaigns, who will be helping with the WFR 2021 publicity team.
- We currently have 166 members
- The issue of Dr. Kathleen Rose's and Gavilan College membership was discussed again. Peggy, Donna, Suman, Carol, Janet McElroy, Maggie, Elizabeth, Janet Wright, and Marian gave input on the issue. (Questions raised: does Gavilan College support AAUW if they do not allow AAUW scholarships anymore, and have not included us in their budget? Should AAUW-MH pay \$175 for Gavilan College membership? If not, dues assistance can be given to Gavilan student Grace Cardoza. Per Janet W, the scholarships were withdrawn due to the new stipulation that all scholarships were to be available to everyone, and not necessarily because of withdrawal of support by the college.)  
Action item for next month: Donna requested for a month to investigate more on the issue before the branch made a decision. She and Sherrie will investigate further and report back in a month. Email them with your questions and input.

#### **7. Membership & Bylaws, Policy & Procedures (Carol O'Hare):**

- Carol reported that the membership portion of our Policy & Procedures is out-of-date. National AAUW has eliminated the half year membership and affects new members joining in the Jan-Mar time frame. Issues to discuss now before updating the Policy & Procedures section are:
  - How long should/can we hold a check before cashing it?
  - Will the potential member be considered a member or a guest during the period before formally becoming a member? What is their status?
  - Is this person covered by AAUW insurance?
  - How should we handle these checks?

- This discussion is pertinent because it concerns the new member wanting to join. It is a gift membership by another branch member. Discussion ensued with inputs by Peggy, Maggie, and Sherrie regarding the issue. Decision: considering National AAUW has withdrawn the partial membership, it was agreed that we must accept her as a full-fledged member with immediate effect for the current year ending June 30, 2021.

Action item for next month: We will discuss what changes need to be made to the branch policy & procedures. Regarding this issue

**8. 2021 Wildflower Run Members Giving Campaign Update (Carol O’Hare):**

- We are continuing with the same member giving campaign as in past years.
- However, it is even more important to let members know that we may raise reduced amounts through participants and sponsors and will rely even more on their contributions.
- A goal of \$16,000 will be set. Emails will go out to donors from the past, a newsletter article will be written for the Jan-Feb issue.

**9. 2021 Wildflower Run Sponsors Report (Amy Whelan):**

- The Sponsor team is on track. A kick-off meeting was held last week, and sponsorship targets divided among all the sponsor team members.
- They are set to meet in a couple of weeks (Dec 14<sup>th</sup>) again
- One marketing team member (Amina Khemici) will join the meeting to discuss the social media-sponsor connection
- Sponsors will be offered help to film videos if needed for the social media drive

**10. 2021 Wildflower Run Update & Budget for New Content Videos (Elizabeth Mandel):**

- The virtual WFR 2021 has a lot of moving parts. There are 3 ways of bringing in monies:
  - Sponsors
  - Branch members
  - Runners (Social media- marketing team has the goal of maximizing runners)
- There is also the WFR morning program on March 28 (which is not a fundraising activity)
- What is of importance – what will be effective in setting us apart from all the virtual runs online?
  - Prizes
  - Make joining a virtual team look attractive
  - Promote the great non-profit cause
- A social media kick-off meeting was held last Monday with:
  - Amina Khemici – Instagram, Facebook posts, quick short videos of 10 seconds each
  - Kay Arora – will help with the effort
  - Ann Kappemeyer – professional experience of over 20 years with marketing campaigns but not social media
  - Wendy Miller – experience in social media launches for small companies (always wanted to join AAUW – has lots of contacts)
  - Suman Ganapathy – prizes and social media contest/drawing campaign
- Videos: Important these days, especially in the virtual world.
  - Sponsor & Sponsor videos will be promoted on the website & social media via very short videos
  - A main 45 second video produced professionally, which can be used repeatedly (not just for WFR) with the following details to be produced:

- It will begin with all the illustrious women who have been AAUW members (Eleanor Roosevelt, RBG, etc.) and worked for equity.
- Move on to what the MH branch has accomplished over the years
- Call to action
- Joy & Donna will get testimonials from Tech Trek, scholarship, Speech Trek girls (10-15 seconds)
- Community Action Grant short videos are also important

Request from Elizabeth: Requesting that an amount of \$1500 from the branch repeatedly, not just for WFR, including for Philanthropy Day videos. The plan is to do a hard launch of the videos on January 1 as a kickoff.

Discussion ensued regarding the request.

***Motion made by Carol O'Hare, seconded by Donna Dicker: "I move that the branch pay up to \$1500 for the videos as described by Elizabeth Mandel."***

Further discussion ensued. Marian called the vote. The motion was passed unanimously.

Notes: Elizabeth asked everyone to give input on what else to do to make the virtual run stand out.

- Suman: a short-short video for prizes too, if possible, to attract runners.
- Yvonne: Disney marathon (sub teams and little runs) is popular and can be looked into.
- Research other runs.

#### **11. Bylaws - Updates to job descriptions or P&P (Carol O'Hare)**

- Updates for the Programs VP & Membership VP job descriptions are being worked on currently
- Anyone with changes to their job description should send information to Carol

#### **12. Community Action Grants CAG (Marian for Susan Rife)**

- CAGs are important right now (with the December 15 deadline). All updates were made last month by Susan Rife. Marian will contact Susan Rife for the most recent changes.

#### **13. Young Women Leaders YWL Update on Projects (Joy for Margaret McCann)**

- Update by Joy since Margaret had internet issues: the YWL group is off to a good start. A large number of freshmen have joined this year. There are a large number of seniors too this year.
- There are two YWL groups: (i) social justice group (ii) climate change group
- Joy is helping with the climate change group.
- YWL is hoping to host a virtual conference next Spring
- Mary Patterson has joined the committee and will take over next year as chair
- Sabrina Bonsak will help Joanne with the Speech Trek video
- Also, in the group: Peggy

#### **14. Communications**

- Newsletter: Chris Hopwood
  - The Jan-Feb newsletter will be out early to connect with members and wish them for the

holidays and apprise them about what is going on in the branch, especially now. A request for articles has been sent – deadline of December 15

- Kim Gardner has agreed to take over as editor. Chris will help her along, and then revert to being layout editor
- Emails: Marian
  - Darcy Foster has joined Monica McClintock to take care of the Sunday weekly emails
- Kay Arora - New team member: Suman Ganapathy
  - Member Kay Arora who is chair of the Writers Workshop interest group has joined the Communications team and will join the social media team to help with WFR. We hope she will join the prizes social media contest with Suman.
- Master Calendar – Elizabeth Mandel
  - Elizabeth and Chris H will work on it together

#### **15. 2021 Speech Trek: (Joanne Rooney)**

- The MH library will advertise the Speech Trek
- Colleen Colwell will forward Speech Trek info to the GECA program
- Principals of Oakwood School (the new one), Live Oak & Sobrato were contacted. The Oakwood principal got back immediately. We are waiting to hear back from Sobrato and Live Oak.
- Joanne will contact the communications team for help to spread the word via print and social media.
- It is hoped that YWL members will participate this year.
- A volunteer is needed to edit the Speech Trek videos.
- Joanne and Yvonne will practice using breakout videos for the live Speech Trek program day.
- Toastmasters will help with judging.
- Volunteers are needed for some jobs, e.g. timers.
- A Speech Trek promotion video for social media will be helpful too.

#### **16. Tech Trek: (Joy Safakish)**

- Joy attended a long AAUW webinar on the virtual Tech Trek.
- 3-4 virtual camps, with a focus on robotics by trained AAUW members, are being scheduled over the summer of 2021
- It will be \$400per attendee this year
- Volunteer coaches are needed – training will be provided, and info will be sent via the Sunday email. Everyone is encouraged to volunteer (you may volunteer for just one session).
  - Virtual build coach
  - Virtual social coach
- There will also be peer coaches with coaches close in age to the students.

#### **17. Scholarships (Donna Dicker)**

- A new scholarship is being developed set up by the ‘Fritz Family STEM Scholarship’. Susan Fritz, along with Mary Cox and Donna Dicker are working on it together.
- KIT Grants were sent today.
- Four former scholarship winners will feature in the scholarship video.
- Elizabeth Mandel suggested that having the mother-daughter team of scholarship winners in the video

would be effective.

There was no new business.

**Adjournment at 8.59 PM.**

**Respectfully Submitted by Suman Ganapathy, President Elect, for Pat Toombs, Secretary.**