



**AAUW Morgan Hill Branch
Board Retreat Minutes
August 14th, 9:00am
Location: Tessy's Office, Extreme Association Management, LLC
19500 Monterey Rd. Morgan Hill, CA95037**

Meeting was called to order by Marian Sacco at 9:04am

Quorum was present: Yes

14 Voting Board Members Present: Carol O'Hare, Janet McElroy, Marian Sacco, Peggy Martin, Donna Dicker, Pat Toombs, Kathy Hansel, Sherrie Wren, Suman Ganapathy, Elizabeth Mandel, Yvonne Randolph, Joy Safakish, Tessy Albin, Krisse Boursier.

Non-voting branch members present: Margo Hinnenkamp Patrice Lyn, Joan Ensign, Patricia Kindred, Barbara Palmer, Margaret McCann.

Announcements:

- New Member meeting was held August 5th. Went every well, ten new members attended with members of Leadership and Membership.
- Marian S read a letter from Chris Hopwood. Chris has serious health issues and needs to step down from newsletter chair. Krisse B will be taking over as newsletter layout chair, and Suman G will be assisting her.
- Donna D is resigning as Scholarship Chair as of December 31 2021.
- We have a new interest group called Climate Action Team. Margaret McCann introduced the group to us, their current focus is on Carbon Fees: These are fees that companies and individuals either must pay or can pay (voluntary on rental cars, etc.) to offset the cost to clean up the pollution created by excess carbon. The interest group is pushing to pass legislation to get fees paid by the companies that are responsible for the carbon damages.

Introductions.

Women's Week Schedule and Participation/Programs for the year:

- Week of August 23rd is Women's Week. AAUW is participating with additional partners: City of Morgan Hill, Morgan Hill Chamber of Commerce, Edward Boss Prado Foundation.
- Several discussion and panel topics planned:
 - Chamber Movie Night 8-23, CCC 7pm
 - Surviving the Pandemic 8-24, CCC 7pm
 - Racism and Gender 8-25, CCC 6:30pm
 - Powerful Women Panel 8-26, Granada Theater 6pm

- Challenges for Programs:
 - People are asked to talk about the same thing, all the time, we don't do that.
 - Planning is laid out 6 months in advance, takes that long to get people on the schedule.
 - Need help with Social Media outreach. Discussion of an additional Publicity person to help Yvonne to get them publicized on social media.
- Next Program is September, "How people communicate with their pets."

Wildflower Run Open Leadership Positions/Other Board Openings:

- Wildflower Run Director. Discussion on what the Director does, explanation of changes to the role, now more of a project manager role.
 - Sandy Stoop approached, no. Sandra Roman, Joan Ensign will talk to her. Marjorie McMillan and Monica McClintock might be other choices. Joy Safakish would be great as a co, if she agrees to that.
 - Discussion of an outsider taking over that role, difficult, we are total volunteers, no money to incent.
 - Other Chair positions open: Publicity is one that needs to be filled now. Social media is important, Wendy Miller might be great. Face-to-face publicity position is very important, Anne Kappmeyer or Patrice Lyn?

Morgan Hill Branch 40th Anniversary Celebration Leading Up to December 5th Event:

Holiday party and MH Branch 40th Anniversary Celebration will be held together on December 5th. Gilroy location Old City Hall Restaurant for event is beautiful, all original MH members were Gilroy members first, and then broke off and created MH branch. December 7th is the actual branch anniversary date.

- Notices are in the newsletter and will be in the email blast.
- Website has links to interviews of charter members.
- Ideas for celebration:
 - Margo Hinnenkamp will mount quilt for event.
 - History booklet and maybe a paper directory for 40th anniversary.
 - Online directory has pictures, printed version does not. Only national listing has spouse and educational information. After discussion, no directory.
 - Nancy Wulff (MH member) will design a logo for commemorative wine glasses.
 - Past WFR T-shirts as a display at event.
 - \$40 Holiday party charge will cover a wine glass for each attendee.
 - Need a chairperson for this event? Margo Hinnenkamp and hospitality committee can handle this, Suman will assist. Elizabeth M will work on historical booklet, but not directory.
 - Existing logo for WFR (El Toro hill and poppy design) will be used, with "40th" incorporated into the picture.

Communications Team Leadership/Structure With Open Positions:

- Additional positions:
 - Publicity for programs to work with programs, as discussed above.
- Concern about how to publish our Programs and meetings. Phone trees, email, social media.
- Czar of Communications. Previously mentioned as a board position to tie publicity types all together and coordinate our efforts. Social Media, email, phone tree, snail mail, newsletter, etc. Chris Hopwood was going to fill this position, but has health issues and is stepping back.
- Methods of communications:
 - Newsletter:

- Different from email blast.
- 200-word limit is much longer than weekly email blast, will contain a link to the extended article on the topic.
- Please send information for Newsletter directly to Krisse and Suman for inclusion.
- Photos and clip art will be kept in an online file.
- Weekly Email:
 - Only 75-word limit. Can put in links to other information.
 - Different names discussed, "Sunday Email", "Email blast", etc. "Weekly Email". Discussion, let the team (Monica McClintock is lead) running the email blast decide on a name.
 - Information on website is being pulled into email blast, so individuals are responsible for sending their own meeting updates to Susan Persing to have them correct on the calendar.

Over all publicity discussion:

- We are proposing separate publicity persons for WFR, branch, and programs. Why do we need another person? Discussion...
- Maybe need a marketing leader? What about non-social media, like Chamber of Commerce events, talking to newspapers, etc.
- Huge hole is created by missing a single person that is responsible for Instagram and social media.
- Should we get a single person that is knowledgeable about marketing and social media in general, available to president and others to help with individual announcements. i.e., publicity about our 40th anniversary party for Margo, etc.
- Print Media person is Patrice Lyn. She's been sending out emails to everyone about deadlines for her to get it into the newspapers and other print media. Not getting a lot back except for from Yvonne for programs.
- Need an editor that oversees all branch submissions before publication – spelling, dates, etc.
- Marian and Suman will put a call out to the membership for people to be a part of a communications team, hold an informational meeting. Hopefully will get members and a leader to replace Chris Hopwood. Looking for ideas to avoid scaring people off.

New Membership Marketing Ideas And September 19th Event:

September 19th Member Brunch:

- Will be held at Morgan Hill House outside, Betto's Bistro is providing food. \$25 per person, includes food and drinks. Tech Trek attendees and scholarship winners and their parents or guardians do not pay, everyone else does. 11:30am start time, food at 12, goes until 2pm.

New Membership Marketing Ideas:

- List of names and email addresses from people that participated in our Zoom Program events.
- Lists of people moving to Morgan Hill from real estate sources.
- HOAs, PTAs, what other lists could we get?
- Members are leaving due to moving out of the area. That is mostly where we lost all our members during Covid.
- Trying to get younger new members, but they work, hard to make meetings during the day, weekends are full, etc.
- Are we a friendly group? Patrice Lyn is one of our younger members. Her comments: "Our group can be very intimidating. At social events, we have a welcoming committee, but no one else takes time to greet and interact with folks they don't know. We need to get out of our cliques and talk to people we

don't know. We have new member meetings for all new members, but there's not a lot of interaction between new and current members".

- 10-point contact plan: Assign a person to chat with new members at each meeting, emails, phone calls, text, sit with people you don't know. All these add to 10 contacts per new member.
- Current events don't fit into younger women's lifestyles. They want something that includes their families.
- Phone tree is in development between Marian and membership committee. Expect that each person will call 5-10 people – board, membership, specific members, etc. will call.

Creating a Team Of Our Interest Group Chairs For Communication And Action:

Susan Persing updates the calendar for interest groups, but the interest group chairs are responsible for letting her know any changes to their schedules. We used to have an interest group chair position. The position was a person that knew about all the interest groups and contact info for all of them. Do we need this again?

Gold Star Program for Morgan Hill Branch in 2022:

On agenda, not covered today.

Adjourn (12:09)

Respectfully Submitted by Pat Toombs, Secretary.