

Approved by: JG, RI, JH, KEW, JK, RB

Meeting: Editors Guild Board Meeting

Date and Time: December 14, 2015, 6:30 p.m. to 8:30 p.m.

Attendance: Rich, David, Kathleen, Rebecca, Rob, Jen, Kristin, Julie, Jenn.

Location: Good Shepherd Center

Board Development -

- New board members:
 - Lots of interest this year!
 - Board handbook says up to 12 spots
 - Continuing - **Jen, Rob, Kristin, Kathleen, Julie**, and **Rich** (6 of us) staying on.
 - Final list of new people who are interested - **Donita Leeson, Jill Walters, Kelley Frodel, Elaine Duncan, Kristin Carlsen, Kerrie Scherr**.
 - All thumbs up on all for new board members.
- Need someone to shepherd into **Treasurer** position, gradual transition. Not on exec board right away, treasurer in training.
- **Exec Committee** - vote by email so we have a record of confirming those. **Kathleen** will send that out in the next 7 days.

Programming -

- **First meeting of the year:** Show and Tell, photographer, etc.
 - Photographer lined up for January, need to figure out pay in advance, PayPal a possibility, **Kristin** will send out an email announcing that it's upcoming.
 - **Show and Tell meeting** - **Jenn** asked about a strategy for networking after the show 'n tell was over: a speed-dating model? One half the room stay put while the other half browses?
 - Any board announcements to be made that night? Be sure to let folks know ahead of time.
 - Maybe a line item in the budget for a little bit of food for that meeting - or maybe encourage people to bring a little tray of food for their individual spots. But in this instance it might be appropriate for the board to provide a couple little trays since it's an informal event. And heck, maybe use up some of that champagne.
- Would like to post the dates of the events in the future, and with the new website that can be done! Admin privileges for the website should go to at least one member of the programming committee.
- Would also like a list of future topics and a place for suggestions for topics.
- Before website goes live we're going to make sure everything we have planned is up on the calendar on the new website.
- Also make sure it's clear that first half hour of meetings is social time.
- We are rented for the first half of the year with iLeap for our events. Revisit the second half of the year in the spring.
- **Jenn** will speak directly with **Bao Nguyen** about the space for the photography part of the meeting.
- Now that Rebecca is administrator, she will be going to the board meetings and can continue doing some of that.
- **Returning to first meeting of the year:** Jenn is authorized to pay extra if needed for the extra space for the photography. If there's a huge deviation from what's to be expected (\$100-125) send out an email.

- We have a setup crew, but do people read the notes from the member meetings?
 - We need to do something about the quality of the video connection, because **Kathleen** says it's very hard to understand. Probably something to do with the internet connection here.
 - (The one at iLEAP had problems because of the wrong microphone input being used).
 - Notes can maybe be less detailed than they currently are. Synopsis rather than transcription, high level bullet points. Be aware the notes are more for searchability rather than full transcript.
- Set-up crew and note-takers get a free membership, so **Kristin** will need to notify **Rebecca**.
- Also do not pay for membership if you are currently on the board, even if you're leaving!
- And people who are regularly volunteering for something are viable for free memberships, too, and make sure those names are recognized on the website for the note-takers and set-up crew and all that.

Membership Rate Increase Discussion -

- Current rate is \$40, went up from \$35 or so within the last 4 or 5 years, and there were some complaints. We can probably expect to get some of that, and **Kyra's** list of the other associations with how much more expensive everybody else is can be used to show how we're keeping up with the market and adding value to our membership.
- 370 active members (most we've ever had)
- Maybe notices for when the job-board updates for specific types of jobs? RSS feed that you can subscribe to as a member. A future improvement.
- This is what we've ALREADY been getting for less than other organizations, this is what's upcoming.
- **Suggestion: Tiered membership** - access to listserv and profile maybe but not to the job board - this could be difficult technologically.
 - Maybe if you're just coming out of the certificate program you get \$40 for a year?
 - Maybe do the discount for the student level membership for the next conference year? But very often they haven't started yet by the time of the conference.
 - Rebecca might go in to talk to the certificate class to talk up the Guild.
- **Suggestion: Flat rate but have a promotional inside the classes** and such - for the next two weeks if you sign up you get the lower rate. Do that every spring for the class or whatever.
- Maybe do a review of our rates and the related organizations' rates every 2 years.
- We'll be starting a MailChimp thing for the renewals and all that, with our logo and things like that.
- And we're switching to rolling renewals for new people when they rejoin, no more half-year thing.
- **VOTE: Raise membership to \$65**
 - all positive
 - discuss official rate review every 2 years in January.

Social Media Success for NaNoWriMo -

- We had five volunteers tweeting for the guild during NaNoWriMo, and got **19** new followers over the course of the month as well as loads of likes and retweets. Pretty darned successful!
- Many thanks to **Kelley Frodel, Kyra Freestar, Rochelle Deans, and Phil Athans** for joining in with **Jen Grogan** on tweeting for us!

Viewing the New Demo of the Website -

- Does everybody on the board have to write a thought post for the website?
- Maybe members would be willing to cross-post from their blog?
 - Would really help with our search engine optimization and would also be added value for members.

Chicago Subscription -

- Currently we buy 50 slots and distribute and when it's full it's full, we sold out REALLY quick this year. So get 75 this year instead of 50?
 - All agreed, no opposition.

Questions about Website -

- Draft for rate increase with the website and the features, info about how to navigate, **Rebecca** will be on call for any hand-holding about how to manage. People will need to make new password.
- Hopefully the domain switchover will go smoothly.

Toddie's Departure -

- As part of **Toddie** leaving, it'd be great if we gave her a holiday bonus / thank you thing.
- \$250 as a suggestion from **Rebecca**.
 - Approved by all, card signed by all over course of meeting.

Administrative Note: Post Office Box rate will be going up to about \$200 because it'll be in the city instead of in Snohomish now that **Rebecca** will be maintaining.

Date and time of next meeting: Board retreat with Becka Tilsen, January 17, 2016

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