

Board Meeting Notes 12/8/14

Day of Meeting: Monday, December 8, 2014 □ 6:30pm

Northwest Independent Editors Guild Board

**Meeting Monday, December 8, 2014, 6:30□8:30 p.m. 843
Hiawatha Place South at Artspace Hiawatha Lofts
Community Room**

Board members in attendance: David Downing, Tamara Neely-Tinney, Rich Isaac, Rebecca Brinson, Andie Ptak, Jenn Hager, Amanda Vail, Waverly Fitzgerald. Visitors: Kristin Vorce, Rob Esene, Jen Grogran

Absent: Elisabeth Rinaldi

Committee Updates (Provided prior to meeting)

Executive

Review current budget and balance sheet. Note any line items for which we are over or under budget.

Board Development

We're voting on the [2015□2016 board members and 2015 executive committee members](#) at this board meeting.

The January 2015 Board Retreat is scheduled for Sunday, January 11th at the Hiawatha Lofts, 9am to 4pm.

Programming (Oversight) Feb 3 United Way provides training for board members on reading financial statements.

Jennifer is planning either a survey for members or an open meeting to gather ideas for future topics.

This January's meeting will be the round table format. Waverly

and Jenn are discussing topics and facilitators.

Operations

Please review [this draft budget](#) for 2015 before the meeting; cells in yellow especially should be discussed by the group (comments can be inserted if you like)

November financials (through 11/30): [budget-to-date](#) and [balance sheet](#) (again, comments can be added if you'd like)

We're about \$550 under our income goal for the year We're nearly \$4,000 under our expense goal for the year (!!!)

We've paid \$1,000 of the \$2,000 we'd budgeted into 2014 for 2015 conference costs (to Well Done Events)

EDSGUILD2015 Conference Update *(Submitted by Andrea Ptak, December 6, 2014)* **Core Committee Meeting**

We had another productive meeting on Wednesday, December 3, at Victrola Coffee on 15th Ave.

ATTENDEES: Carol & Rebecca (Well Done Events [WDE]), Andrea "Andie" Ptak (Marketing/Communications), Rich Isaac (Logistics), Kathleen Sidwell (Treasurer), Pm Weizenbaum (Volunteer Coordination), and Beth Chapple and Roberta Klarreich (Programming*).

**Right now we have three people interested in the Programming Chair. Beth attended the meeting on a trial basis; Janet Epstein is also interested, but cannot attend workday meetings until 2015. Since Programming is one of the biggest tasks, we are letting them work out how they want it to function. It is likely that only one will attend the monthly Core meetings to report on their team's progress.*

What We Accomplished

The role of the Core Committee is to function as a group of subcommittee chairs managing various groups of volunteers as needed. Though each subcommittee may make decisions/recommendations (for example, Programming will determine the Keynote Speaker), the Core Committee members will vote to finalize any decisions.

Venue

Rich (Logistics), Kathleen, and Roberta evaluated two venues to compare with Bastyr: The **Downtown Seattle Library** and **UW's Center for Urban Horticulture (CUH)**. Though the library had its appeal, their policies gave us some pause (they can cancel on us up to TWO WEEKS before our event), and the costs were high. The choice was between returning to Bastyr or trying something new (CUH). **The winning venue was CUH** for numerous reasons, including: comparable price, a more central location, a venue equally as attractive, better for attendees using public transit, and more after-party options. No bridges were burned with Bastyr, so we can always go there in the future if we prefer.

Conference Logo

The members present approved the logo for the Conference. It was developed by Andie with consultation from Mi Ae Lipe, a member of the Mktg/Comm committee. The design is a riff on the Editors Guild logo—utilizing both the fonts and the stylized asterisk symbol. A handwritten-style script was added. In addition to the tagline agreed upon at our last board meeting—Editing in the 21st Century— and after talking to Beth Chapple, we decided to add the line “Beyond the Red Pencil.” This was the name of the first Guild conference, and makes perfect sense with the new tag. It also brings continuity with the “Red Pencil in the Woods” name used for our last two conferences. The Core Committee liked this logo design for a variety of reasons, including the Red Pencil tie-in and the handwritten “editing mark” style of the script font.

Obviously, it complements the Guild logo and brand well.

We'll be using this on marketing pieces, including the Eventbrite website for the conference, the program, etc. We will likely use the wording "Northwest Independent Editors Guild" in the text in these pieces, but trying to add that as part of the logo itself just is "too much of a mouthful."

Process

Logistics has developed a number of **organizational processes** for us to follow:

The Core Committee will use the **Red Pencil Yahoo listserv** to communicate with each other. The Core Committee will use **Google Docs** for shared files, including the Master Plan and the volunteer list, among others (budget, venue comparison, speaker/session ideas).

The Core Committee will use the **Guild Yahoo listserv** to send out requests for volunteers and notices to members.

Each Core Committee Leader will use whatever email/communications system they prefer to communicate with their team members. They will set and hold meetings at their discretion.

The Core Committee has set the first Wednesday of the month for their Core meetings. Our next meeting will be Wed., Jan. 7; the location is likely to be at Pm Weizenbaum's in the U District.

Though Kathleen Sidwell is not technically a Core Committee Chair, she is in an adjunct role to the Logistics committee as Treasurer. Her presence at monthly Core meetings is not required. She will, however, function as bookkeeper for all of our financial doings and will work with the Guild Treasurer. (The Core

Committees will often have adjunct members who will be able to work somewhat autonomously.)

The Mktg/Comm Committee will develop an Eventbrite site for the conference. Once live, we will ask to have a link added to the Guild website. Eventbrite will function as both an information source and registration vehicle. We have a volunteer on the committee experienced with Eventbrite who has agreed to create and maintain the site.

Major Issue

Core Committee: Sponsorship Chair

Currently, **we have no one willing to take this essential position.** After discussion, we decided that this is due, in part, to the probability that potential volunteers fear it will be all about asking people for money. However, that is not the case. The role of the chair will be to solicit ideas for possible sponsors and work with a team to develop our sponsor levels, opportunities, benefits, and costs. The team will work in tandem with the Mktg/Comm Committee to develop the text for the Sponsorship section of the Eventbrite site and any necessary collateral materials to send to potential sponsors. It is our hope that various team members (and auxiliary Guild members with connections) will handle the initial sponsor contacts and follow-up. The Sponsorship Core Chair will also be responsible for keeping track of all contacts and follow-ups, as well as reporting the results to the Core Committee.

Andie has agreed to write up a detailed job description for this role with the intent to blast it out to our members via the Guild listserv. We will also approach a few Guild members who we believe are capable and might be interested. Obviously, if any of our outgoing or current Guild Board members are interested in taking on this position, **we would love to welcome you aboard!**

Meeting Preliminaries

Update from Tamara and Rebecca. Postpone the membership survey until after the retreat, as the board will discuss structure at the retreat and perhaps come up with something better formed.

Confirmed removal of Betty Shapiro from the board; she has not attended nor responded to board communications since June, 2014. Board declines to vote on retaining her board membership (per bylaws).

Location for next year's board meetings?

Victrola Coffee on 15th? Private back room that can be reserved. Victrola is open until 10pm. Downside: parking is bad.

Could the board meet earlier and/or for a shorter time (more often?). Could codify offline work more often? Rich will draft a Doodle poll for the incoming 2015 board (sometime in January).

Discussions

Board Retreat: We have a half-day set up with Becka Tilsen. How do we want to use our time with her?

Can we request that she come prepared with best practices for membership organizations? An assessment of where we are, goals for what we could do, and methods for us to get there.

Building on or repeating teambuilding exercises. Return to brainstorming of what we want the guild to be.

How do we want to use our time together after Becka has left?

What is in our parking lot, and what do we want to take out of that and put into active status?

Programming

9am to 4pm. Everyone bring their own lunch. Amanda and Tamara will update binders. (Ask who wants one.)

2015 Budget

The 2015 budget will be voted in by next year's board.

Are there any special requests for 2015 budget items?

Member-wide survey to be administered after the 2015 conference.

Conference

How much autonomy does the Conference Committee have?
What decisions does the board need to review and approve?

Keep the board informed. A report for each board meeting.

No need for the board to review all decisions. Board should vote to approve the budgets (and deviations from the budget line items in excess of \$500).

Send ideas for keynote speakers to Roberta Klarreich. Date is set for 10/10/2015.

If anyone knows good caterers, send suggestions. Need to make sure there are gluten-free and vegan options.

When will a budget be set for the conference? Need it by February when the board votes to approve the 2015 budget.

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Voting

Vote for 2015–2016 Board members.

For reference, the board must consist of between 3 and 12 members, and terms are for two years.

Continuing members are: David Downing, Rebecca Brinson, Jennifer Hager, Tamara Neely-Tinney, and Rich Isaac.

Vote for 2015 Executive Committee Members

The board voted upon the 2015–2016 board members and the 2015 executive committee. The following results were decided with unanimous “yes” votes from the current board members present (7 members, which made a quorum).

Incoming board members (terms lasting from February, 2015 to January, 2017) are:

Rob Esene Jennifer Grogan Julie Klein Kristin Vorce Kathleen Walker Cynthia White And Richard Isaac, who is continuing for his second term

The 2015 board executive committee is as follows: President, Rebecca Brinson; Vice President, Cynthia White; Vice President, Kathleen Walker; Secretary, Jennifer Grogan; Treasurer, Rob Esene

Next meeting: January 11, 2015 (retreat).

Notes taken by Amanda Vail, president.