

Board Meeting Notes 2/10/14

Day of Meeting: Monday, February 10, 2014 □ 7:00pm **843 Hiawatha Place South at Artspace Hiawatha Lofts Community Room**

Present: Amanda Vail, Andie Ptak, David Downing, Elisabeth Rinaldi, Waverly Fitzgerald, Rebecca Brinson, Jennifer Hager, Rich Isaac, Kathleen McGill, Tamara Neely-Tinney, Betty Shapiro (via cell phone).

Preliminaries

Rebecca Brinson was unanimously voted in as treasurer, replacing Waverly Fitzgerald. Rebecca Brinson will replace Waverly Fitzgerald on all bank accounts.

Tamara indicated that PayPal is not working on the website. Elisabeth will check with Erik V. (website developer). [Note added 2/20/14, PayPal is working on the site.]

Board Committee POPs and Updates

Board Development: Skipped update at this meeting. *Programming:* Jennifer and Waverly presented the member meeting schedule for 2014. They are

still looking for experts for the May and November meetings and will reach out to membership.

- Andie has offered her home again for the yearly potluck.

Operations:

Still working on fixing edsguild email aliases. Rebecca will look into

central storage location for Guild swag/collateral.

Rebecca will look into the most efficient paperwork-sharing system and advise. Suggestions were made to create an edsguild@gmail.com account. For now, we will continue to use Yahoo group for static documents and share other documents through Google docs.

For invoice processing, the following system was approved: Guild admin will pay all bills/invoices except her own with the physical checkbook. Rebecca will pay Toddie's invoices via the online bill pay at Sound Community Bank. Adding Rebecca to the Sound account is in process.

Communications:

Amanda is currently the only board member tweeting for the Guild. The communications committee will solicit membership for volunteer tweeters.

Elisabeth has conference scheduled with Erik V. on Feb. 12 to review items that need fixing on the website and to get a basic overview of the website architecture.

The communications committee is meeting on March 6 to finalize POP, review current draft of communications plan, and address other communications/marketing items.

All committees still need to finalize their POP (Purpose/Outcomes/Process) statements.

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2014 Budget

Waverly presented the 2014 budget. The budget was approved with a reduction of \$300 to Alan' Rinzler's fee and an addition of \$200 for

the Seattle Writergrrls/Book Publishers Northwest/Guild social.

The Guild is healthy financially, with one year of operating expenses in the bank.

Board Decision-Making

The board approved Amanda's proposal that substantive changes in the way the board or guild operates be approved by the full board (budget, expenses outside of the budget, major initiative) and that the board subcommittees be empowered to decide and move forward on items within their jurisdiction.

To streamline communications within the board, it was agreed that when the board communicates by email, for anything that requires action/decision making, a (reasonable) respond-by date will be included in the communication. Anyone *not* responding by the due date will be assumed to not have an opinion on the matter, and the board and/or individual will move forward accordingly.

Conference Discussion

Because a number of board members had not received the emails with the conference documentation, a board discussion about the 2015 conference was tabled until a later date. However, the communications/marketing committee will discuss the conference job descriptions and timeline in greater detail at their March 6 meeting, and bring its conclusions to the board.

A consensus about how much to pay a coordinator was not reached, and still needs to be finalized.

The board development committee will head up recruiting a coordinator—once the job description is finalized.

The communications committee will come up with recommendations for linking conference branding to Edsguild branding.

2014 Programming Meetings topics and dates:

March 10, Developing Your Bread-and-Butter Clients May 12, New Models in Book Publishing July 14, Networking for Introverts

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November 10, Finding Your Editorial Niche

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The board approved Alan Rinzler's program proposal, "The Psychological Challenges of the Author/Editor Relationship." It was decided that, although his presentation is meant for editors, it should also be open to the public. This will be a paid event, on April 12. (In an email discussion after the meeting, a recommendation was made to have member and non-member admission fees.)

AWP

Speakers Bureau

Beth Jusino sent in a update. We have two confirmed events for Feb., one of which is in Portland, and Willamette Writers Conference is on the calendar for August. She has many other brands in the fire.

The board discussed that we should also try to develop/recruit speakers who aren't only book publishing related (i.e. try to get more business/corporate editor types.)

The need to create an application process for the speakers bureau was also discussed. Andie and Beth will work on creating an

application.

Editors & Writers Social

Co-event with Seattle Writergrrls and Book Publishers NW is scheduled for March 24, 2014, from 6pm to 8pm.

Need to come up with good ways to publicize this event, while promoting to closed membership circles. Need to set up a formal RSVP process.

Closing Items

Tamara, a self-proclaimed statistics lover, will handle compiling the rate survey which was taken last year.

Guild member Julie Van Pelt has volunteered to create mentoring program. Programming committee will be her primary contact, though she will be empowered to create the program as she deems fit.

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Collateral/hand-outs will be used from existing supplies. Andie and Waverly will work on signage.

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Elisabeth asked new board members to turn in their consent forms to receive electronic communications. Then promptly forgot to collect them.

Amanda will provide board members with a link to the “Issues for Board to Consider” Google doc.

Next board meeting: Monday, April 14, 2014, 843 Hiawatha Place South at Artspace Hiawatha Lofts Community Room

Minutes submitted by Elisabeth Rinaldi, Guild Secretary, February 12, 2014.