

Board Meeting Notes 4/15/14

Day of Meeting: Tuesday, April 15, 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, Betty Shapiro, and Tamara Neely-Tinney could not attend. Kathleen McGill has stepped down from the Board for family/personal reasons.

Purple/bold = someone has taken ownership of task and will follow through. **Green/bold** = task has not been claimed/need someone to follow through.

Preliminaries

(Via email) **Tamara** reported that she and Guild member Ann Colowick would meet about the Rate Survey sometime next week.

Amanda will be sending out a brief Board member survey. This is the first meeting to adopt the consent agenda.

Waverly reported on the Alan Rinzler presentation at Hugo House on April 12. The first paid event for the Guild (other than the conference) was quite successful, with 37 registrants (5 of whom were nonmembers). Financial report: \$1,170 gross (\$1,155.27 net with PayPal fees); costs: \$200 to Hugo House, \$800 to Alan; Guild net \$155.27

Rebecca will host the May 12 “Collaborative Editing” member meeting. The July member meeting still needs to be finalized; **Amanda** will host.

Jennifer would like recommendations/suggestions for points to address at the November member meeting (“Networking & Entrepreneurial Tasks for Introverts”).

Since Waverly and Elisabeth like the idea of seeing other people’s houses, **Waverly** will do a callout to Guild members (as has been done in the past) to see if someone would like to volunteer to host the September potluck. (Fallback location will be Andie’s house.)

Action Items

Printed collateral for the Guild **Approved** reprinting 1,000 business cards (with the addition of social media information).

Approved the creation and printing of 1,000 three-panel brochures. **Andie** will contact volunteer Teresa Meek to assist with brochure copy. She will either work directly with Teresa on the layout or contact designer Jason Petz to get a quote for the design. The brochure will be a multi-purpose brochure (i.e. directed at both potential members and business clients). The plan is to have the brochure completed for the PNWA conference, July 17, 2014.

We’re going to hold off on creating a table top display for now, as the only large event planned for the rest of the year is PNWA.

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Elisabeth will contact PNWA to secure a display table for the conference. Job Description for Conference Coordinator

Approved the job description and job announcement for the conference coordinator, with a few minor tweaks. **Amanda** will adjust and send to the board for final approval.

Approved \$4,000 base compensation, plus 5% of sales over 150

registrants.

Amanda will post on the job board and email the listserv. A link will also be posted on the FB page, and sent to sister organizations such as Hugo House for distribution to their members.

Storage at Hugo House

Approved \$240 per year (\$20/month) to lease a central storage location for Guild materials in the janitor's closet at Hugo House.

Investing surplus assets Voted on investing a percentage of Guild's capital in an index fund or something similar.

Rebecca will research investment opportunities and come back with recommendations. Purchasing video camera

Approved \$535 for the purchase of inexpensive (but good) laptop and video equipment in order to continue streaming and recording member meetings. The meeting recorded at Hugo House has been quite successful with our members on the Guild's YouTube channel, and it's a wonderful addition to member benefits. (**Rebecca** to purchase for the May 12 meeting.)

Jennifer will work on writing up a video permission release form for the May 12 meeting (and future ones.)

Fixes on website

Approved \$450 for website fixes (in particular the RSS feed for the job board, job board posting issues, adjusting the the homepage so current content can be posted up front, and getting direct access to the member database. May not be able to get all these done, but we'll negotiate.) **Elisabeth** will contact Erik the Developer to get

these fixes started.

Discussions Consent agendas & decision-making process: **approved.** (“‘Thumbs up’ are good!”) Rolling memberships: would be efficient and more profitable to implement a rolling membership.

Investing in Freshbooks, or something similar (appx. \$200/yr), would also free up the administrator’s time. Looking to the future, it can also be integrated with the website, member directory, MailChimp campaigns (TK), etc. This is definitely something we want to do.

This led to a discussion of how the administrator’s time is spent, whether there are redundancies in her duties, whether it would be helpful to have another person as a fallback to check email when she’s unavailable (i.e. vacation), what procedures she has in place we (new board members) may not be aware of, and whether there’s anything in her present responsibility that is onerous (and if so if there’s anything we can do to alleviate it). **David** will contact Toddie to discuss.

Consider adding an “apprentice” membership: everyone agrees that this is a good idea and should be implemented. Need to flesh out how this would work and what apprentice membership dues would be.

Member Engagement: **Jennifer** has a number of ideas about this, and will prepare a more detailed report for the Board to discuss and review.

With the success of the Alan Rinzler paid event, we should look into doing more paid workshops. **Waverly** will speak to Cynthia Hartwig

about a possible workshop.

BYO: to save trees, we will no longer print extra agendas—or supplemental materials already provided and read online—for board meetings. One full set of all pertinent documentation will be available for reference at meetings. **(Approved.)**

Next board meeting: Monday, June 9, 2014, 843 Hiawatha Place South at Artspace Hiawatha Lofts Community Room

Minutes submitted by Elisabeth Rinaldi, board secretary, (with the kind assistance of Rich Isaac) May 16, 2014.