**AAUW Danville-Alamo-Walnut Creek Branch**

**Board Meeting – February 9, 2016**

Liz William’s Home

Call to Order at 9:32

**Attendance**: Tena Gallagher, Judy Lauper, Marilyn Lawver, Soni Leighton, Kathy McKnight, Kate Reed, Caroline Sanchez, Susan Terzouli, Melanie Wade, and Liz Williams

Consent Agenda: The Consent Agenda is accepted as presented. At the end of the meeting, we noted an addendum to the January minutes. A donation of $200 dollars for Tech Trek had been received, so the final amount due is $8,603.28.

HHT: Liz reported that a debrief meeting covered the recent and past tours quite well. Many docents did not purchase tour tickets. The committee submitted a motion to change the ticket prices for both the Garden Tour and the HHT starting with this year’s Garden Tour. The intent of the new pricing structure is to stop the decrease in income. The new prices would be $35 for everyone with no senior discount and $40 for ticket purchases made the last week before the event. This motion passed unanimously.

Nominating Committee: Melanie reported that nominations were “still in the works.” Marilyn Lawver agreed to serve as Treasurer for one more year. There is a team that has agreed to take responsibility for Membership, but no one has agreed to be the team leader. We continue to seek a president elect.

We asked if the by-laws might be changed to allow someone to serve more than 2 years in a position? We could present this to the membership at the March general meeting, or, if we are not ready to do so by that date, we could present this via e-mail.

Programs: Liz presented the pros and cons of holding meetings with another branch as we did in Jan. She reported that there were mostly “pros” and that the biggest issue in January was the e-mailing and coordination. San Ramon only asked for reimbursement for their refreshment expenses. In the future, we need to be clear about how or if we will split proceeds.

We also noted that each of the Jan. speakers brought fliers and were handing them out to the audience as they left. We cannot allow this if the speakers are going to be fund raising at their events. We may allow them to give out information as a resource. Thus, we must be sure that speakers understand the restrictions relative to their activities that involve fund raising.

Garden Tour: Tena reported that we have 4 possible gardens, but that a “wow” garden has not been identified yet.

March Program – Cuba: Caroline reported that it will be held at the Danville Ranch on Sat., Mar. 12. The space can accommodate 60 people in seats. The room deposit of $50 has been paid and the fliers are done. The speaker is an AAUW member of the Piedmont branch and a Professor at DVC. We had already agreed that she could advertise her tour to Cuba – but we must be sure that she does not actively recruit people for her tour.Sandy has the supplies of paper products for refreshments.

Appreciation/Installation: This discussion was tabled until March.

Tech Trek: Additional funding to TT this year is proposed at $540. The amount is 5% of our total cost for the girls we sponsor. This is a 1-time funding request since the program leadership is changing to a national program. The motion passed unanimously.

Advocate: Holly is pleased with Mail Chimp for the Advocate. She presented tracking information from Mail Chimp that is encouraging. 51% of the membership has opened the Advocate, which is well above the industry average for an on-line monthly newsletter. The links have a click rate of 26% and all the links except Facebook have been clicked on at least once. 8 e-mails bounced, and all were from Astound.

Mail Chimp requires us to get specific permission to be receiving branch e-mails through them. The president can send e-mails to the membership between the regular Advocate issues by sending them to Holly. She will send these out through Mail Chimp.

State of the Goals: Liz focused our attention of the 3 areas we targeted during the July, 2015 goal setting session. Melanie spoke to our Web goals, suggesting that we not have a “pull down” list of links but that we focus on having our site be clear and easy to navigate. She would like to see a table with hot links rather than the pull down list. Another suggestion was that programs be listed by month rather than in alpha order. We asked for clarification regarding the difference between “events” and “programs.” Melanie will take the idea of merging these two back to her committee.

Annual training was included in the Web goals. We need a simple “how to do” document. Could we have time at a Board meeting for training? Another idea is to establish an Open Forum on line, possibly through Google Docs.

Programs are moving wells. The first 2 goals - (1) develop and include our community partners and other AAUW branches in our programs and events & (2) Learn new things - are addressed, and the 3rd – Have youth oriented interactions - will be addressed by Tech Trek and Expanding Your Horizons. The April program will be on Women’s Health.

We deferred a discussion of the inclusion goals until next month, but noted that neighborhood groups are making good progress.

New Business: Tena asked us to make sure that an “optional donation” line show up on both new membership applications as well as renewals. Susan reported that EYH has 21 of the 30 needed volunteers. The program occurs on Sat, Feb. 27th. Melanie will attend the state convention and the branch will pay her way. Liz will attend, also, but pay her own expenses. Caroline and Tena may attend, also.

The meeting was adjourned at 11 a.m.