

Minutes of Board General Meeting
Danville-Alamo-Walnut Creek AAUW
September 19, 2019, 10:00 AM, Sycamore Annex

Meeting called to order at 10:10 AM

Attendance:

Elle Bonner	Bette Felton	Tena Gallagher	Robin Halloran
Kathy Harkins	Holly Sauer	Claudia Schwarz	Deborah Wechsler

Handouts:

- List of Board members
- List of events

Announcements:

- Webinar on 9/25, 11:30 AM PT about the 5 Star Program and aligning strategies with AAUW National
- Advocate articles due tomorrow, 9/20

Quorum: 8 in attendance

Consent Agenda: Adopted

- Minutes from June Meeting
- Financial Report
- Minutes from 08/19/19 Strategy Meeting (added at meeting)

Proposal To Use Square For Payments:

- Claudia has a free signup, with reader
- Need to tie Square to our bank account(s) and phone(s) of those who will use it
- Square vs. PayPal: can select based on the cost/volume of the activity
- Three additional readers will be ordered, each is free, may order more later
- Financial info and details (such as how to cover the fee) will be worked through later

- Motion to adopt Square made by Betty Felton, Chris Ritter second, passed unanimously

Chamber of Commerce Proposal:

- To consider: time commitment of member volunteers and cost to join
- We can be selective of the events members attend: monthly, weekly, or when of value
- We can attend a meeting as a guest before making decision
- Recommend we have one person as main ambassador, anyone in the organization can go and more than one person can attend event(s)
- Marketing committee will work through details, set up meeting with Erin Beale and Chamber rep(s)

Marketing & Communications Proposal:

- Chris Ritter and Elle Bonner developed a high-level marketing plan shared with Deborah
- Includes the Chamber of Commerce proposal, above
- Goals:
 - build awareness of AAUW and its benefits
 - increase branch membership
 - increase branch sponsorship
- An integrated approach: website, networking, advertising, publicity, Facebook, Instagram
- Include utilizing the Membership Brunch to gain guests and new members
- Elle will clean up the plan and send it to the board to review in the next board meeting

Fundraising:

- Fundraising committee goal: develop sustainable fundraising strategy to respond to our current fundraising issues
- Two tours are our biggest fundraisers
- All ideas, suggestions about our tours or other potential fundraisers are open to consideration
- Issue of volunteers is an issue for all branches, on the upcoming IBC agenda
- A strong connection between our branch and the IBC is needed

- Bette Felton will set up an initial meeting, there is currently no lead for this committee

National Financial Model:

- Some AAUW programs are over-funded, others are under-funded
- We are encouraged to donate to general use funds, rather than specific funds
- Over-funded money in specific funds can't be moved
- The problem with not finishing our education fund is that none of the money donated so far can be used for fellowships until its funding is complete. We need to complete funding before we redirect money elsewhere
- Deborah will get more detail on this complex issue

Membership Brunch debrief:

- Cost of \$4343 has been paid, with the final bill we are hoping for a \$400 refund from Crow Canyon
- Proceeds \$4020
- Cost includes \$200 to Mills College for speaker, she lowered her fee from \$1-2,000
- Doesn't include \$100.57 for printing 100 programs
- We bought 8 lunches for Tech Trek girls

Programs:

- All programs align with goals developed in our strategy meeting
- We will alternate using Beth Chaim and Danville Congregational Church on Danville Blvd. for programs
- October program: 10/06 AAUW Funds Luncheon
 - Deborah will include an article in October supporting AAUW Funds in the Advocate on 1st page, with input from Robin and Liz, who have already submitted an Advocate article
- November program: 11/18 7:00 PM, Beth Chaim Congregation, 1800 Holbrook Av (off Camino Tassajara)
 - Higher Education Transitions for Foster Youth, including Renaissance Program
 - Joint program with San Ramon branch, members have been involved with this program
 - Bette will provide info to Elle for publicity and ask Dora-Thea Porter to make a flyer for Elle and Roseann Krane (website)
 - This will be on the first page of the November Advocate
- December program: Holiday Home Tour, December 13-14, 10:00 AM - 4:00 PM
 - May also have a branch social in December
- January program: Joint ballot program with San Ramon and League of Women Voters
 - Issues in upcoming election
 - Our branch can endorse propositions, need 10% of membership to vote in support, we could incorporate at the end of the October program
 - We are not considering endorsement options until have more info about the program
- February program:
 - Consider WorkSmart and StartSmart as a program or meeting, promote with local businesses like ATT, Chevron, LLL and Sandia

- If we had a Schools Ambassador, could promote this in the schools - this is on the IBC agenda to have an IBC ambassador
- March program: Project Second Chance
 - Discuss the literacy landscape in Contra Costa County and ways community members can support the programs efforts
 - This may appeal to our members looking for hands-on volunteer opportunities

50th Anniversary Update:

- Invitations have been mailed, 13 reservations with payment so far
- Issues with website access: must go through the reservation process twice if bringing a guest, difficult to find specific webpage to RSVP if not going through a link

Holiday Home Tour Status:

- Have 4 homes, looking for a 5th, but we have a possibility if no other home is identified
- Have 2 head docent volunteers

Membership:

- 8 new members from the brunch
- 13 people have not renewed, reasons provided sent around for board member review
- 2 of our members don't pay branch dues, 1 is Give A Grad A Gift, the other is an online member

AAUW Funds:

- Solicitation letter is going out in October, requesting donations by 11/30
- An Advocate article has been submitted

Tech Trek:

- Most current Tech Trek info is now on the website courtesy of Monika Witte and Roseann
- We can put this info on our personal website/Facebook as publicity for AAUW

Website:

- Problem is finding what you're looking for on the website
- No improvement committee yet, Tena volunteered and will identify staffing needs

Other Business:

- Financial audit was completed, it should be voted upon
- Policies and Procedures were voted upon and approved, need to verify if they are on the website
- WorkSmart - should we do a workshop? No. National is moving away from workshops and promoting online training

Meeting Adjourned at 11:40 AM.

The next Board Meeting is October 17, 2019, 5:30 PM - 7:00 PM, Sycamore Annex.