

AAUW Anacortes Planning Retreat - DRAFT

June 24, 2023 at 10:00 a.m.

Present: Patricia Griffith, Terri Bawden, Barbara Benson, Linda Hendrick, Gina Van Hess, Sandy Huggins, Shelly Parfitt, Pam Collins, Trish Wilson

Patricia convened the meeting with a review of our achievements in the past year:

- \$23,000 in scholarships to 10 students
- 8 new members
- Increased public attendance at several meetings
- Improved technology at hybrid meetings
- Increased branch name recognition in our community
- Improved newsletter format

Areas of concern to be addressed in 2023-24 goals

- Member loss
 - Patricia suggested using funds to give scholarship recipients student memberships to AAUW
- Lack of leadership for chair positions; overloading existing chairs
- Improve mission-based name recognition
- Increase operational funds to decrease financial risk through purchase of branch programs
- Bring bylaws into compliance and qualify board positions and committee chair roles

Programs: Sandy and Gina

Gina will continue to reserve the library meeting room from September-June for our Thursday evening meetings. The following suggestions were made based on what they had learned during their tenure:

- Create a working list of possible speakers.
- Work about 3 months in advance: contact potential speakers by phone or email.
- Always have a backup program in case of last minute cancellations.
- One month prior to the meeting reconnect and define the details of what we need and confirm the speaker topic.
- Get specifics for computer use and library set up.
- Send thank you and offer a stipend.

Several speaker suggestions were offered by attendees: Debra Lekanoff, Liz Lovett, SWAN director Terry Gifford, Lisa Janicki, Jill Burdorf, Bonnie Bowers, University of WA Bothell DEI speakers, Viva Farms, WSU extension, Nancy Wong/Flora, Candidate forum, Padilla Bay, people featured in Fidalgo Living . Currently, board members will be responsible for programs. It was suggested that Book Talk be an in-person meeting on a Saturday in **September (TBD)** in addition to our regular Thursday evening meetings to provide social interaction. Linda suggested the theme of “Invisible People” and a list of potential books encouraging DEI will be provided.

Bylaws: Bonnie

Following discussion addressing what our board should include and who should be a voting member, it was decided that Bonnie would rework some articles and send a copy of the bylaws to Shelly and Pam for their suggestions.

Lunch break: potluck salad bar

The agenda was revised to allow Trish to attend during her lunch hour.

Tech Trek: Trish

Trish is fielding questions from parents of girls attending camp this summer. Rosette still retains her role as contact, but Trish is going to interview Rosette in order to obtain her donor list, timelines, financial information, and school contacts so that she can take over as Chair. Now that we have expanded to include girls outside of Anacortes, Trish will look for new donors throughout the county.

Finance: Shelly

Shelly has created a chart of accounts and will add petty cash to that list. By using her licensed copy of QuickBooks, she can provide monthly reports with a current balance sheet, a profit and loss statement, and will include bank statements and a monthly comparison to last year and the current budget. This information will be sent to the board in our monthly meeting agenda. Shelly has arranged to have Patricia have a backup to this program. At the end of the month, Shelly will have an updated member count in order to create our annual budget. Patricia will continue to mentor Shelly in this role when needed. It was agreed that only summary financial information will be contained in the newsletter.

Communication: Terri

The following was discussed :

- Printed copies of the directory will include photos when available and be available on demand for the cost of printing. It can be found on the member section of the branch website. Bonnie will continue to update the directory. Several additional copies will be given to Terri for new members.
- It was agreed that members and scholarship recipients will receive the newsletter, but it is otherwise not available to non-members.
- Patricia will investigate the cost of having our website created in another format that would allow us to have better control over printing the mermen calendar.
- Publicity for the Anacortes American must now go through GoSkagit and reduces the amount of information we can provide.
- Terri will continue to manage FaceBook and publicity; Karan has agreed to create an Instagram account.

Fundraising: Terri

Terri announced that we have already received over \$13,000 in sponsorships for the mermen. We anticipate another \$3,000 in calendar sales. It was proposed that we begin recruiting mermen this fall and include some seasonal photos. This will help alleviate the rush to have photos taken during the brief time available in order to print the calendars for the fourth of July parade deadline. Terri is turning over her fundraising responsibilities to Karan Hannah. In addition to local vendors, calendars will be sold at the Holiday Market and the Nutcracker Holiday Market in November.

Membership: Terri

To date, 35 members, with only 27 renewed at the time of this meeting. The remaining 8 have been contacted by email. Terri will ask Bunny Heiner to make follow up calls to these people as there is concern that Terri's emails have ended up in Spam files.

In order to create financial stability for the branch, we will be hosting a fundraising potluck on August 12 at Patricia's. The cost will be \$25 per member or \$40 for a member and guest. These funds will be used for branch expenses in lieu of raising our dues.

We will host a booth at Farmers Market on August 26 and September 9 for our annual membership drive. Calendars will be sold, too. Patricia will update the membership flyer to use at these events and more business cards will be given out.

It was agreed to close the meeting at 3:30 and hear reports on Scholarship, STEM, and Diversity at our meeting on August 1 at 3:00. Board meetings will continue to be on zoom. The next board meeting will be on September 5, at 3:00.

Respectfully submitted,

Bonnie Underwood

Corrections and additions are made in red.