

Scottsdale Express Network

Board Meeting, July 28, 2010

Meeting called to order about 6:45 at SAM's house. Donatella Zerial, Janet Maxwell, Donna Tucker and SAM were in attendance. Lynn Ehmann, Donna Pontorno and Mike Hayashi were not present.

SAM presented the group with an agenda, outlining items for discuss related to each board member's responsibilities.

PRESIDENT - SAM

- Theme: Leading with Vision and Fun (adding to the national theme)
- Goals: (1) To become a 501C6 which is a legal non-profit. Once we become a legal nonprofit, we will work on starting an online raffle. We will make a big package of donated items and raffle it off. We will be looking for these items. One of the things that will allow us to do this is the 501C3 which we need to file. We will also be looking for a cause. We will split the proceeds with a cause. (2) To have 25 for lunch. We have been struggling with 20. We need to come up with incentives to get more guests and to get our members to come to the lunches. (3) Increase our membership and with our members' feedback, we can find the right incentives to get more members by sharing the time well spent at lunch on the 2nd Tuesday of the month for lunch.
- WIN – We've got to encourage our members to log into WIN – every officer especially. That is where to find the tools needed to do the job well. SAM had the projector running and we all explored the Library and the Team site. Donna T. has uploaded pictures too.
- SAM will send out a survey to members about whether they like the Persian Room.
- Donatella volunteered to assist with the monthly call list; Janet declined this year; Donna T. will send out the list each month.
- Business Cards: Janet will order the officer business cards from National; Donna identified a download on the WIN site for an official ABWA business card template for others (Tom Ehmann was asking).
- Newsletter – SAM will help Donna with a new format so that we might get more readership - officers need to contribute to the newsletter each month if possible. Deadline is the 4th Tuesday of each month (2 weeks after the meeting). Donatella will feature new members; Donna P. will talk about the grant program; Mike will present the programs; Lynn might suggest ideas for promoting the network, etc.
- Holiday party this year? Separate from meeting – maybe a beer tasting. Donna T. was asked to look into it.

VP PROGRAMMING - MIKE

- Since Mike couldn't be there, SAM will schedule a time to help Mike learn to post the meetings on the website and send out notices in iContact.
- We all decided we wanted more programs about social media. Donna T has one speaker who can talk on LinkedIn or Twitter; Chip Lambert (former speaker) is a LinkedIn expert.
- Mike will need to get program information to Donna T. for newsletter and to Lynn Ehmann for online posting. We discussed that all officers should be using their social networking accounts to promote the meetings.
- SAM will develop a better title for October internal / networking meeting (SAM will be talking about the WIN site and ABWA value). Donna T. will help with that.

VP FINANCE - JANET MAXWELL

- The tax filing has got to be done soon. Janet will download the appropriate documents from WIN and get the samples together that ARC shared with her. The problem is the \$300 filing fee – so

we've got to have a fund-raiser. Donatella will convert Janet's Excel spreadsheets to PDF and then SAM will find a place to store them on the SEN site.

- SAM wants to do an online raffle.
- Janet does not want to call in reservations so SAM will do it; she must maintain communications on our numbers with SAM though by the Friday before the meeting.
- Janet will upload the treas. reports to the web - SAM will work with her to start that.
- Janet will start using QuickBooks to keep the books.
- SAM suggested 8 tickets for \$5 on 50/50.
- Bank balance is 417.29.

VP EDUCATION - DONNA PONTORNO

- Download information from WIN about the grant program and develop some ideas to promote applicants.
- If we start early enough and get our apps in by March, we can add \$500 to the grant award.

VP MEMBERSHIP - DONATELLA ZERIAL

- Discussed how Donatella will pick up the guest info sheets at the meeting and follow up with guests after the meeting – either e-mail, phone or post card.
- Make a note of which guest won the free meal next month and make a call to remind her before the next meeting.
- Donatella will bring membership information and applications to the meetings. The best way to get the application is the paper, so we'll have a copy for our records (give Donna a copy). Make sure that the sponsorship is recorded for credit.
- She will add new members to the SEN website membership list, list the name and shot bio for the newsletter and let the other officers know the contact information.

VP MARKETING - LYNN EHMANN

- Janet will send Lynn the list of online sites to post the meeting notice.
- Encourage all members to use social media to post the event.

VP COMMUNICATIONS - DONNA TUCKER

- Donna will continue to produce the newsletter and take board meeting minutes.
- She will communicate local / national ABWA events to members at the meetings saying "in the latest newsletter, you will find ..." in hopes of increasing readership.

UNIVERSAL – ALL OFFICERS

- SAM told everyone how to get into the backend of the SEN site: username is adminstuff; the password is senboard.
- Beginning in September, we will be increasing meeting amount to \$21 / \$30 guests.
- Promote the meetings using social media.
- Contribute to the newsletter each month if possible.
- Explore the WIN website.
- SAM needs officers' bios and photos for the website.
- Board meetings will be the 3rd Wednesday of the month at 6 p.m. by conference call. Donna will set them up each month and send out the call-in / access numbers.

Respectfully submitted,
Donna Tucker
VP of Communications