

**AAUW GREENSBORO BOARD MINUTES**

Date: Tuesday, November 15, 2016 at 1:30 PM

Location: Community Foundation of Greater Greensboro (CFGG)

Members Present: Libby Haile, President – Mary Fran Schickedantz, Nominations – Lena Murrill-Chapman, Fundraising – Ann Schwabeland, Membership - Laura Tew, Public Policy/Communications - Cristina Moreira, C/U Liaison – Cherri Wheaton, Past President - Jane Terwillegar, Secretary

<i>TOPIC</i>	<i>DISCUSSION/DECISIONS</i>
<b>Welcome/Introductions</b>	The meeting was called to order at 1:40 PM by President Libby Haile.
<b>Minutes, Board meeting October 11, 2016</b>	One minor correction was noted. <b>Cristina Moreira made a motion to accept the October minutes as corrected (2<sup>nd</sup> Cherrie Wheaton). The minutes were accepted by voice vote.</b>
<b>Financial Report</b>  <b>In-Kind contributions</b>	<p>As Treasurer Taheri was unable to attend, President Haile reported there is \$1,056.80 in the primary bank account (includes already allocated dollars) and a reserve account balance of \$2246.91. She also noted that the Treasurer is asking committee chairs who either incur expenses to be reimbursed, or, are donating an expense as "in-kind," to submit the correct form within two weeks of the transaction.</p> <p>President Haile also noted that Office Depot has issued a card to most Board members that offers an excellent discount on copy services and she urged everyone to use that when large numbers of copies are needed.</p>
<b>Membership</b>	Chair Schwabeland reported 68 paid members, plus 2 life members. All non-renewals have been called and reminded about the November 30 cut-off date. Mary Fran Schickedantz is working on the member handbook and indicated she hopes to complete the project before Thanksgiving.
<b>Fundraising</b>  <b>"Winter Fashion Magic"</b>	<p>Co-Chairs Cherrie Wheaton and Lena Murrill-Chapman reported that planning is ongoing to produce a memorable event on December 3<sup>rd</sup>. Madison Lowe is coordinating the fashion entertainment and models will be UNCG students. Mack &amp; Mack has donated four of their custom jackets to be included in a silent auction. Laura Tew is assisting by creating publicity on social media sites. Ticket sales are very slow, so Cherrie Wheaton mailed a separate letter to all members who had not responded (see attached). A question was raised about parking close to the Historical Museum, as this is an evening event. The committee offered to look into valet parking and will provide more instructions about parking to everyone prior to the event.</p> <p>Sue Mengert is coordinating a second fundraiser on Thursday November 17<sup>th</sup> at Panera Bread. In order to earn 20% of the sales that evening, at least 50 people need to turn in our promotional flyer when they make a purchase (see attached flyer).</p> <p>Low ticket sales sparked a discussion about actively involving more members. Cherrie Wheaton indicated there is a current "lack of connection to members" and asked the Board to consider various ways to draw in people to participate with our Branch events. One suggestion she offered is to appoint new members to a committee to help get them involved. The Board agreed with her assessment. It was also noted that members regret that the evening fundraiser replaced our fall luncheon and there is no meeting in November.</p>

**Bylaws Revision**

President Haile distributed copies of the revised bylaws. The main change required by AAUW is that branches are now designated as *Affiliates* and the word *Affiliate* was substituted wherever the word "branch" was used. The first seven articles of the revised bylaws are directly written by AAUW. In addition to the *Affiliate* substitution, there were also some minor wording changes in Articles IX and XI to better clarify the election rotation of officers, since we now specify five elected officers and four Committee chairs as our voting Board of Directors. **President Haile made the motion to, "Approve the revised Bylaws for AAUW Greensboro (2<sup>nd</sup> Ann Schwabeland). The revised bylaws were approved by voice vote. President Haile indicated she will submit the revised bylaws to AAUW in time to meet the December 30 deadline.**

**In addition to revising the bylaws to meet AAUW's requirements, it will also be necessary to revise all our current 501(c)3 documents on file with the IRS and the State of North Carolina. Laura Tew offered to help Treasurer Stephanie Taheri with those filings. The Articles of Incorporation will also need to be revised to match the newly revised bylaws and then re-submitted to the NC Secretary of State. Jane Terwillegar and Libby Haile will edit the Articles of Incorporation to make them compatible with the revised bylaws.**

**College/University Liaison**

Chair Moreira reported she met with Dr. Mark Rifkin, Director of Women & Gender Studies Dept. at UNCG. He is willing to promote and distribute information about AAUW e-membership and branch campus activities. Any info he posts or distributes needs approval from Provost Dunn's office. However, since Dr. Dunn recommended meeting with Dr. Rifkin, they both seem to be ready to help promote AAUW activities on the UNCG campus. Laura Tew suggested the C/U committee should also meet with Dr. Cherrie Callahan, the Vice Chancellor for Student Affairs at UNCG.

Dr. Moreira expressed a concern that there does not seem to be regular and reliable contact with the various college representatives at the local C/U institutions: Bennett, Guilford, High Point, NC A&T and UNCG. That is something she hopes to improve in the coming months.

**Tech Savvy 2017**

Laura Tew reported on the progress of Tech Savvy planning. **The Triad Tech Savvy date for 2017 is Saturday, April 1<sup>st</sup> at the Sullivan Science Center.** That date falls within the month long NC Science Festival for 2017, so *Tech Savvy* will be promoted along with all the state-wide science activities that month. Michael Adamson and Dawn Fluerizard have joined the planning committee. Dawn is a new branch member and Michael is a member of the Tar Heel Branch. Lincoln Financial is funding the parent lunch at the UNCG cafeteria. AAUW will be sending \$4789 to the branch: \$2500 for this year's Tech Savvy grant from AAUW, and \$2289 in unexpended *Tech Savvy* funds still remaining in our national account from previous years when AAUW acted as our fiscal agent. Now the branch has obtained 501(c)3 nonprofit status, we will do our own registration this year and act as our own fiscal agent. The next meeting of the planning committee is Thursday, Dec. 1<sup>st</sup>.

The April 1 date for *Tech Savvy* conflicts with the AAUW NC annual meeting that will take place that same weekend in Greensboro. After some discussion, it was decided that should be fine, as few Greensboro members generally attend the state meeting and it does offer an opportunity to promote *Tech Savvy* with other North Carolina AAUW members.

<p><b>Public Policy/ Communications</b></p> <p><b><i>Work Smart</i></b></p> <p><b><i>GuideStar</i></b></p> <p><b><i>MailChimp</i></b></p> <p><b>Adjournment</b></p> <p><b>Next Board Meeting</b></p>	<p>Laura Tew reported on a new initiative with the City of Greensboro. <i>Work Smart</i> will be offered for the first time in Greensboro on February 18<sup>th</sup> as part of a cooperative effort with the Commission on the Status of Women (a division in the Human Relations Department). Details are still being ironed out, but Wells Fargo has agreed to provide funds for the initial AAUW contract for <i>Work Smart</i>. This will be a pilot workshop with the intention to create a city-wide, ongoing, continuing education program for women in the local work force.</p> <p>Treasurer Ghotbi-Taheri and Laura Tew are adding the data reported on the Branch IRS forms into GuideStar, a web resource for nonprofit organizations. This is the website that major donors turn to as a source of information about nonprofit organizations when they are in the process of evaluating grant applications.</p> <p>Chair Tew has also been experimenting with various ways to utilize social media for promoting branch activities. <i>FaceBook</i> ads seems to reach a fair number of people and are low in cost. There are now 230 followers on our Twitter account, so we need to promote that avenue of communications, too. Chair Tew also demonstrated <i>MailChimp</i> for the Board. She is learning to use MailChimp as part of her Tar Heel Branch assignment for North Carolina communications. This program not only emails messages to large groups, but also provides additional information about who has opened their email along with charts and other data that is useful in developing a membership communication plan.</p> <p>The meeting adjourned at 4 PM.</p> <p>_____</p> <p>The next Board meeting is scheduled for 1:30 PM Tuesday, December 13, 2017 at the Community Foundation of Greater Greensboro (CFGG).</p>