

Steering Committee Minutes, Dec. 15, 2012

Present: Eva H., Laura R., Darien D., Cheryl D., Joan B., Ellen S., Sydney G., and Robin late.

Check-in: Welcoming statement, task assignment, agenda review

Committee and individual updates:

Update on status of November minutes: Cheryl

- A. The minutes have been sent to the intern, Feruza. Laura sent a reminder.
- B. Ellen reported that she and Catia are working on the April board minutes.

Update on status of search for a membership development chair: Darien

- A. One application expected but not received. Darien anticipates re-sending the announcement to the branch list.

Update on annual appeal (Robin) -- Robin had not yet arrived.

A. Laura reported many responses had been processed from the Annual Appeal Letter.

B. Annual appeal donations are coded in Salsa in such a way that we can generate comparative data for our three most recent annual appeals (and maybe set some quantifiable goals for next year's appeal).

C. Laura reported that we'll be doing a year-end e-letter to members that will reiterate some of the themes and "asks" from the annual appeal letter.

D. Laura encouraged us to share the letter with others we know who might be interested in WILPF.

Update on status of Transition Team proposal: Cheryl

A. Team has had email communication as they draft a proposal to present at the Jan. board meeting. A copy will be sent one week prior for review.

B. Goals: 1) Attract diversified funding, 2) Increase branch enrollment and individual membership, 3) Expand Geographic representation, 4) Create and sustain stable relationships, 5) Commit to diversity in ethnic, religious, economic, age and social status, 6) Increase youth participation. These goals are solid yet creative ideas are still welcomed between group.

C. Robin added that they're also incorporating building up to the 100th anniversary.

D. Robin, Sydney, Marie-Louise, Rita, and Cheryl are on the Team.

Report and decision regarding technology for January board meeting: Ellen

A. Ellen explained the various functions and specialties of this system she is recommending. It has assorted powers.

B. Ellen was hoping for a video/computer based system, but did not find a good one. Robin suggested one she's aware of, which she'll look into.

C. Eva suggested that board members who don't have free/unlimited phoning minutes should be eligible for funding reimbursement. Laura noted that such was past practice for WILPF.

D. Ellen responded that, also, she has come across no-cost computer-based call-in options.

E. Laura suggested and all agreed we'd use the system Ellen has found for the expanded Steering meeting/call, coming up sometime between 1/5 and 1/15.

Discussion of tasks and timeline for communications committee: Joan

- A. Joan has recently taken on a new Communications Committee by circumstance. Joan agreed to formalize the tasks and timelines of the committee and made a verbal invitation to the group to participate. Marie-Louise is currently working on the membership brochure text and has formally joined the committee but first jumped in to do the tasks-at-hand.
- B. Joan agreed to develop an all inclusive report offering her suggestions for a one year work plan, best practices, number of committee members needed with who or what skills would Joan desire or see as necessary, and what channels of communication is the committee responsible for and what is their scope and parameters of that responsibility, and do they include e-news. She agreed to outline with some details for the January board meeting.
- C. Fran Foulkrod (who was at the last board meeting) has sent out an email invitation to members to participate in designing the brochure.
- D. Theresa is also ready to help on the brochure and suggested making it available to be downloaded by branches on the website. Various members made good suggestions to Joan.
- E. Joan asked if she could use Theresa's time for the work involved while the committee was in ad hoc status, everyone agreed.
- F. Joan will include in her outline/report the criteria, process and timeline for evaluating website.

Path forward on unresolved issues from November board meeting: Ellen

- A. To modify the mini-grant process the Program Committee can approve the allocation process within the budget set up by the Board.
- B. Eva noted that the Finance Committee has setup a procedure for unused mini-grant money from one year to stay in the mini-grant pool for the next year. This year, rollover will go toward filling in the \$10,000 in income for the 2013 budget. If money comes IN EXCESS of \$10,000 it will be added to the mini-grant fund.
- C. Laura suggested that if the allocation and Program committee want to change the fundable amounts or requirements, Laura would like some input to that.
- D. Laura said she would pull this suggestion from these minutes and poll the Board.
- E. Ellen agreed that the proposed policy decision would only affect timing of the grants, and NOT the maximum allowable amount, total amount, or requirements.

When and how to evaluate sliding dues scale?

- A. There was a brief discussion about how to reach members, this year or in 2014. Laura suggested we revisit this with the Finance Committee.

Check out – on time.

- A. Laura announced the end of the year email on Dec. 31 requesting final year-end giving if anyone would like something included please get it to her by 12/21.
- B. All Board members on the call agreed and expressed gratitude for the board's productive participation. The meeting flowed with a calm and steady momentum towards a timely closing.

**Next Steering Committee Call is TBA between Jan. 5th -11th
 Next Board Meeting is a Conference call on January 15th**