

## **SLO NightWriters Board Meeting**

### **Minutes – December 6, 2015**

**Meeting Date:** Sunday, Dec 6, 2015

**Time:** 1:00 pm – 3:00 pm

**Place:** Library United Church of Christ 11245 Los Osos Valley Road, San Luis Obispo CA

**President:** Dennis Young, Cell: 805-540-1271

#### **Present:**

Dennis Young

Andrea Chmelik

Leanne Phillips

Rebecca Heath

#### **Guests:**

No guests were present.

#### **Previous Minutes Presented:**

- November minutes approved.

#### **Presidents Report (Dennis Young):**

- Dennis suggested and it was agreed that we should purchase some children's books from our membership to donate to Toys for Tots at the general meeting on December 8<sup>th</sup>. Beryl Reichenberg has already donated some. Kalila Volkov will bring some of her books to the meeting to be purchased.
- Dennis confirmed that the Marines will be present to collect the toys. He is not sure how long they will stay, but will get information about where we can take any toys that may be brought in after they leave.

#### **Secretary's Report (Sharyl Heber):**

- No report this month. We are currently without a secretary. As assistant secretary, Leanne will temporarily record the minutes.

#### **Treasurer's Report (Susan Tuttle):**

- Susan's written Treasurer's Report is attached and incorporated into these minutes by reference.

#### **Social Media / Publicity Report (Andrea Chmelik & Meagan Friberg):**

- Andrea's written Social Media Report is attached and incorporated into these minutes by reference.
- As an experiment, Andrea paid \$30 to promote the Facebook page and \$30 to promote the November meeting. She ran each ad for 3-5 days.
- The Facebook page received around 40 new likes, which gives the page more legitimacy, but Andrea reports this did not result in more interaction. Also, Andrea had expected some organic reach to continue after the ad was finished, as people saw that their friends had liked the page, but once the ad finished, there were no new page likes.

- The meeting ad seemed to do well. There was a lot of interest expressed, likes, shares, etc., but it didn't seem to result in a bigger meeting turnout.
- Ads were also run in the Tribune and Cal Coast News.
- A suggestion was made to track guests, e.g., when they sign in, have a space for them to say how they learned about SLO NightWriters.
- Another suggestion was to have an outreach coordinator. Andrea explained that the Board is responsible for this, Board members should be making it a priority to say hello to guests and new members. Guests have different colored name tags so Board members can see who they are.
- It was suggested that Board members also wear a different colored name tag so that people can approach them.
- It was agreed Board members should be more mindful about socializing with new members, who are looking for a way to connect and must be made to feel welcome.
- Dennis noted that we used to have guests introduce themselves and Rebecca suggested that, although it may be time-consuming, we should consider some sort of fun ice breaker at the beginning of the meetings. She noted that there is so much talent among our membership and we should find a way to share and learn about that. Dennis noted that, now that we are limiting speakers to one per meeting, it does free up more time for kudos, introductions, etc.
- Mike Price does a Member Spotlight in the newsletter. There was some discussion that people don't generally like to talk about themselves, they fear that it will look like they are bragging, and some people who read these types of things do look on it as bragging. Dennis pointed out that the purpose of SLO NightWriters is to encourage writers by getting them together, and that their success is encouraging to others, not bragging, it is just saying, "Hey, I made some progress," and is meant to be encouraging.

**Tolosa Report (Sharyl Heber):**

- Andrea confirmed that Sharyl has submitted the Christmas stories to Tolosa Press.
- Tolosa Press has asked for five more stories.

**Newsletter Report (Susan Tuttle & Elizabeth Roderick):**

- Elizabeth sent out the December newsletter. It was difficult to format because she is working on a PC and Susan works on a Mac. There was some discussion about finding software that is compatible with both Macs and PCs so they can more easily transfer work between them.

**Membership Report (Hanje Richards):**

- Hanje's written Membership Report is attached and incorporated into these minutes by reference.
- It was noted we gained two new members in the past month.
- There are 213 active members this month, down from 220 last month.
- It was suggested we track this for the next one or two months and see how it goes, since we have some things in place to try to increase membership.
- It was agreed that we should suggest giving memberships as gifts in the Membership Minute in the newsletter.

- It was agreed that we should also suggest giving memberships as gifts at the general meeting.

**Photography Report (Dennis Young):**

- Dennis took photographs at the November Good Morning SLO meeting where Jay Asher was a speaker. These were submitted to the newsletter and to the social media coordinators. Andrea posted them on Facebook.

**Programs Report (Janice Konstantinidis):**

- Janice’s written Programs Report is attached and incorporated into these minutes by reference.
- Brian e-mailed that he will be able to make it to speak at the December 8<sup>th</sup> meeting.
- Almost all speaker slots for 2016 are full.
- Leanne’s written Hospitality Committee report is attached and incorporated into these minutes by reference. Leanne and Baxter are handling refreshments for the December 8<sup>th</sup> meeting.
- The Board will raffle off gift baskets and cash at the December 8<sup>th</sup> meeting. The Board will also raffle off a couple of the SLO NightWriters Tolosa Press anthologies.
- Board members were reminded to bring a gift basket for the raffle.
- Andrea will say something general about “Unsung Heroes” and read the list of names.

**Website Report (Janice Konstantinidis):**

- Janice’s written Website Report is attached and incorporated into these minutes by reference.

**Critique Group Coordinator Report (Rebecca Heath)**

- Rebecca is looking for better ways to reach out to people about critique groups.
- She tried using a sign-up sheet and had one person sign up.
- She is currently trying to help two younger women find groups. They are writing in the horror/YA genre. Neither of them wants to start a new group.
- Rebecca is working on updating the group needs to see which groups currently have room for new members.

**Anthology Report: (Sharyl Heber/Andrea Chmelik)**

- Andrea reported that putting out a new anthology is currently on hold. Ideally, a new anthology would be published each year, but realistically it is a great deal of work.
- Sharyl copies Andrea on all submissions and Andrea keeps them, too, so there is a double back-up of all submissions.

**Granted Complementary 1-Yr ~ Or ~ Lifetime Membership:**

- No new memberships have been granted.
- There was some discussion about what kinds of people would be given lifetime memberships. Dennis indicated his understanding is that these were generally given only to the founding members of SLO NightWriters.

**Mid-Month E-Mail Business:**

- There was some discussion regarding e-mail blasts, which are supposed to be limited to news regarding the organization only, not individual members. We have been sending out e-mail blasts about book signings a day or two before the signings. We need to decide whether to enforce the rule and limit it to organization news only, or change the rule to allow for e-mail blasts about individual news.
- Dennis reminded the group that the organization's mission is to support its members, but agreed it would be better to receive news about events more in advance so members can make plans to attend.
- Some suggestions were to incorporate a calendar into the website where members could add their book signings, to send out one weekly e-mail blast with member signings coming up that week, to include in the newsletter a calendar of events, and to include a box in the newsletter with information about deadlines for submissions to the newsletter, and deadlines for submitting news of book signings, etc.

**Old Business:**

- No Old Business

**New Business:**

- Rebecca noted that she will have more time in the spring and can take on more. Andrea suggested that she might help with social media in general and with Twitter specifically, perhaps being responsible for the Twitter account.

**Contest Report / CCWC: On hold till Jan/Feb of 2016**

P&L, January - November, 2015

<b>Income</b>	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Total</b>
Contest					
Flash Fiction	30.00	270.00	630.00		930.00
Poetry	40.00	840.00	1460.00		2,340.00
Short Fiction	<u>40.00</u>	<u>480.00</u>	<u>1400.00</u>		<u>1,920.00</u>
Totals:	110.00	1550.00	3490.00		5,790.00
Anthology	279.85	24.33		4.33	308.51
Donations		20.00			20.00
Membership					
New:	300.00	330.00	465.00	225.00	1,320.00
Renewals:	750.00	525.00	780.00	630.00	2,685.00
Totals:	1050.00	855.00	1245.00	855.00	4,005.00
Clinic:	240.00				240.00
<b>Total Income:</b>	<b>1,679.85</b>	<b>2,489.33</b>	<b>4,735.00</b>	<b>859.33</b>	<b>9,763.51</b>
<b>Expenses:</b>					
Advertising:					
Anthology	56.95				56.95
Brochures:		75.00			75.00
Gifts/Presenters:		457.40		437.96	895.36
Promotional Mtg:			25.00	18.00	43.00
Book Show Fee:			100.00		100.00
Sponsorships:			250.00		250.00
Website:	150.00	168.00	179.95	140.00	637.95
Other:			165.06		165.06
Contest:					
Prizes:			4,498.53		4,498.53
Other		<u>2.94</u>	<u>        </u>	<u>124.28</u>	<u>127.22</u>
Contest Total		2.94	4,498.53	124.28	4,625.75
Bank Fees	1.20	8.84	1.36	1.12	13.52
PayPal Fees	23.97	74.21	152.07	10.53	260.78
Volun. Apprec.				100.00	100.00
Dues/Subscripts:		23.65	315.00		338.65
Equipment:			164.98		164.98
PO Box:				82.00	82.00
Board Expenses:	79.89		8.58		88.47
Postage:				49.00	49.00
Printing:		30.00	260.83		290.93

P&L, January - November, 2015

Program					
Clinic Refresh:	41.86				41.86
Meeting Supplies:	19.41	25.00			41.86
Refreshments:	188.24	282.98	355.53	268.07	1,094.82
Presenters:				250.00	250.00
Rent:	345.00	315.00	290.00	210.00	1,160.00
<b>Total Expenses:</b>	<b>906.52</b>	<b>1,464.02</b>	<b>6,766.99</b>	<b>1,690.96</b>	<b>10,828.47</b>
<b>Net Income:</b>	<b>773.33</b>	<b>1,025.31</b>	<b>-2,031.99</b>	<b>-831.63</b>	<b>-1,064.98</b>

I transferred \$1,000.00 from PayPal, will be posted to our account on Dec 7 or 8. This leaves @\$72.00 in the account

current checkbook balance: \$5,421.97 (after transfer posts: 6,421.97)

**P&L for Sept, Oct and Nov 2015**

<b>Income</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Total</b>
Anthology		4.33		4.33
Membership:				
New	105.00	165.00	60.00	- 330.00
Renew	390.00	300.00	330.00	1,020.00
<b>Total Income:</b>	<b>495.00</b>	<b>469.33</b>	<b>390.00</b>	<b>1,345.33</b>
<b>Expenses:</b>				
Presenter Gifts:		437.96		437.96
Promo. Meetings:	25.00		18.00	43.00
Sponsorships:	250.00			250.00
Website:	70.00	70.00	70.00	321.00
Anthology Poster:	85.06			85.06
Contest				
Prizes:	4,498.53			4,498.53
Postage:		124.28		124.28
Bank Fees:	.56	.56	.56	.56
PayPal Fees:	9.60	10.53		20.13
Volunteer Appreciation			100.00	100.00
Equipment	164.98			164.98
PO Box:		82.00		82.00
RiteAid Purchase:	8.58			8.58
Postage:			49.00	49.00
Printing:	260.53			260.53
Refreshments:	45.15	240.65	27.42	314.22
Presenters:		250.00		250.00
Rent:	105.00	105.00	105.00	315.00
<b>Total Expense:</b>	<b>5,524.30</b>	<b>1,420.98</b>	<b>269.98</b>	<b>7, 215.25</b>
<b>Net Income:</b>	<b>-5,029.39</b>	<b>-951.65</b>	<b>+120.02</b>	<b>-5,861.02</b>

**December meeting (December 5th, 2015)  
Report covering *November 2015***

**Facebook:**

- We gained 47 new fans in the last month (from 297 to 344)
- Days when fans are active – fairly consistent throughout the week
- Times in a day fans are active – between 9am - 8pm
- Gender – 74% women, 26% men
- Age – 6% 18-24; 13% 25-34; 20% 35-44; 20% 45-54; 19% 55-64; 20% 65+

**Keep sending me any info/photos/quotes/articles you would like to share on the FB page – even if you don't use FB yourself! Please, copy Meagan Friberg on any social media and publicity correspondence.**

**LinkedIn:**

- 371 connections (364 last month)

**Twitter:**

- # of followers – 235 ( 228 last month)
- # of following – 335 (336 last month)
- # of tweets to date – 307 ( 306 last month)

**RSVP**

If you would like me to send a report to RSVP on your behalf, just e-mail me the number of hours and mileage and I will submit for you.

If you are sending an e-mail report to RSVP directly, use this template:

TO RSVP: [rsvpslo@srvolunteer.org](mailto:rsvpslo@srvolunteer.org)

SUBJECT LINE: SLO NightWriter November 2015 Volunteer Hours

Hi RSVP,

*First Name, Last Name Reporting :*

Volunteer for SLO NightWriters - *specify board position*

Hours for November 2015 = *number of hours*

Miles = *number of miles*

No Mileage Reimbursement needed

*Remember that if you are interested in mileage reimbursement, I need to sign your report.*

***Paid Advertisement on Facebook***

I ran two paid advertisements last month – one for the SLO NW page and one for the November meeting advertisement.

The page ad landed us about 45 new “likes”. That is a very large number comparing to the average monthly increase in our fan base. However – the activity hasn't changed. While the increased number looks good on our profile, the number of post likes and post shared hasn't changed, so I'm not convinced it was worth the investment.

The meeting ad has generated a lot of buzz – many people in the community shared it and we have responded positive feedback to the event taking place. I have also advertised the meeting in SLO Tribune and on Cal Coast news. However, while well attended, the number of attendees also wasn't out of ordinary, which is why I'm not convinced it was worth the investment.

Let discuss the results at the meeting.

SLO NightWriters Membership Report

December 6, 2015

Hanje S. Richards, Membership

	total active members	renewal overdu e	lapsed member s	new members last 30 days
March 1, 2014	200	27	12	4
April 1, 2014	199	31	5	3
May 1, 2014	190	32	9	4
June 1, 2014	196	29	13	6
July 4, 2014	198	20	4	4
August 3, 2014	205	26	10	14
September 7, 2014	219	30	15	17
October 1, 2014	232	31	9	9
November 1, 2014	229	27	3	4
<b>December 1, 2014</b>	<b>223</b>	<b>18</b>	<b>9</b>	<b>3</b>
<b>January 1, 2015</b>	<b>219</b>	<b>16</b>	<b>6</b>	<b>4</b>
<b>February 1, 2015</b>	<b>226</b>	<b>19</b>	<b>9</b>	<b>9</b>
<b>March 1, 2015</b>	<b>225</b>	<b>13</b>	<b>1</b>	<b>8</b>
<b>April 12, 2015</b>	<b>234</b>	<b>21</b>	<b>7</b>	<b>6</b>
<b>May 3, 2015</b>	<b>236</b>	<b>24</b>	<b>12</b>	<b>5</b>
<b>June 7, 2015</b>	<b>228</b>	<b>29</b>	<b>4</b>	<b>5</b>
<b>July 5, 2015</b>	<b>236</b>	<b>33</b>	<b>5</b>	<b>8</b>
<b>August 2, 2015</b>	<b>243</b>	<b>35</b>	<b>16</b>	<b>6</b>
<b>September 6, 2015</b>	<b>233</b>	<b>30</b>	<b>8</b>	<b>4</b>
<b>October 4, 2015</b>	<b>235</b>	<b>37</b>	<b>20</b>	<b>4</b>
<b>November 1, 2015</b>	<b>220</b>	<b>22</b>	<b>5</b>	<b>8</b>
<b>December 5, 2015</b>	<b>213</b>	<b>13</b>	<b>7</b>	<b>2</b>

Membership Minute this month was about giving Memberships as gifts. It was the first time in several months that there has been a Membership Minute in the newsletter.

### The Gift That Keeps on Giving

If you think about what a SLO NightWriters membership has done for you, you may think about other aspiring or accomplished writers who might benefit from a membership as well. Consider giving the gift of a membership to someone else this year. Perhaps you know a young person, a student, or a retired person who is interested in writing. Looking for a unique gift for a friend who secretly writes poetry, memoir or flash fiction?

SLO NightWriters Membership Report

December 6, 2015

Hanje S. Richards, Membership

For \$30 the recipient of your gift will get our newsletter emailed to them monthly. They will be able to enjoy the networking and fantastic programing that we offer at our monthly meetings. They will be eligible to join critique groups in their geographic areas or in their genre of choice. They will make new friends and learn tips and tricks about writing and publishing. And they can participate in our monthly round tables that meet prior to our meetings.

That is a lot for gift for \$30! When you are thinking about gifts and want to give something truly original to the writer on your gift list, consider an annual membership to SLO NightWriters!

\*\*\*I suggest that we continue this theme at the general meeting. Perhaps at some point during the meeting portion it can be suggested to the assembled. It can also be suggested in one-on-one conversations as we meet and greet the party guests.\*\*\*

Program Director's Report

Board Meeting December 2015

Our December meeting looks to be an enjoyable evening. We have our usual activities, speaker and a holiday celebration. Refreshments, a raffle and 'Toys for Tots.'

Since I am on vacation for this meeting, just a reminder to whomever is organizing the raffle and 'Toys for Tots'; to make sure these are set up ready for the meeting.

Thank you, to Leanne, Baxter and Brian for your great refreshments this year.

There is nothing new to report.

Janice Konstantinidis.

Program's Director

**HOSPITALITY COMMITTEE REPORT**

Baxter and I will be taking care of refreshments for the December 8<sup>th</sup> holiday meeting. To ensure a celebration that embraces diversity, we are planning a winter theme, with a white and ice blue color scheme (think Elsa's dress in Frozen), just something simple, a table cover and a couple of centerpieces.

I will be taking care of refreshments for the January meeting.

I submitted a blurb to the newsletter seeking additional committee members so we can hopefully take turns and break up the duties over the course of the year. It would be nice, but the two committee members I have are great. Baxter has volunteered to help as often as is necessary, and I don't see a problem keeping refreshments on the table with or without additional committee members.

Leanne Phillips  
Hospitality Coordinator

Website Report  
Board Meeting December 2015

There is nothing new to report. All is going well.

Janice Konstantinidis  
Webmaster SLONW