

MINUTES

SLO NIGHTWRITERS BOARD MEETING

Meeting Date: January 3, 2019
Time: 6:30 pm – 8:30 pm
Place: Conference Room
United Church of Christ
11245 Los Osos Valley Road
San Luis Obispo, CA 93405

Janice Konstantinidis, President

Contact: jkon50@gmail.com

MEMBERS PRESENT:

Janice Konstantinidis – President, Webmaster, Program Director
Susan Tuttle – Education Coordinator
Steve Derks – Treasurer
Jim Aarons – Membership Coordinator
Pat Gimer – Critique Groups Coordinator
Leonard Carpenter – Secretary

MEMBERS ABSENT:

Meagan Friberg – Social Media Coordinator
Dennis Eamon Young – Photographer
Abigail Aarons – Social Media Co-coordinator

GUESTS:

None

MEETING CALLED TO ORDER:

6:40 PM.

PREVIOUS MINUTES PRESENTED:

The previous month's minutes were presented for approval. Susan moved to approve the minutes of the December board meeting, Pat seconded, and the board approved the minutes.

NEW BUSINESS:

Simply Clear Marketing – see **Simply Clear Report**

Teresa, former editor of Simply Clear, Marketing and Media says a new publication may accept Night Writers material. We are waiting to hear
Coast News, Bay News and SLO City news are no longer to be published.

Steve moved that he be allowed to pursue SLONW incorporation as a non-profit cooperation, at an estimated cost of \$30. The incorporation is to facilitate the ability of SLO NW's to have a fully generalized insurance policy.

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The motion was seconded and passed. All were in agreement.

Steve will secure a check to the church for the recent writing workshop.

The Program Director's new ideas regarding Platform Building were discussed in her absence, and some questions were raised as to the purpose and platform choice (i.e., Instagram, FB, etc?) The consensus was to request more information from Tammie, preferably in person at the next meeting. The same consensus held true for the proposed prizes for bringing meeting guests. It was suggested that, if possible, program choices be announced at least 3 months in advance.

OLD BUSINESS:

Insurance, Incorporation – see Treasurer's Report

PRESIDENT'S REPORT (Janice Konstantinidis):

To the best of my knowledge, our members may no longer be published in Simply Clear Marketing & Publishing. See Submission Manager's report for an account of this matter.

Steve is proceeding with the steps required to insure us. Please refer to his Treasurer's Report.

There has been a trend over the past several meeting for some members to take the microphone prior to my opening the meeting. If anyone has any announcements to make, please let me know so I can introduce you. It is not a good look for the organization people to speak out of turn, promoting their agendas before I have the opportunity to welcome people.

VICE PRESIDENT'S REPORT:

Position Vacant.

SECRETARY'S REPORT: (Leonard Carpenter):

The December minutes were reviewed in preparing this report. Thanks to Janice & Steve for preparing a thorough set of minutes in my absence last month.

TREASURER'S REPORT (Steve Derks):

1) FINANCIAL STATUS FOR DECEMBER 2018:

End of Month Bank Balance	\$1057.63
DECEMBER Income	\$470.00
DECEMBER Expenses	\$349.08

2) DETAILED INCOME FOR DECEMBER 2018:

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Member Dues		\$320.00
Raffle		\$119.00
Book Sales		\$31.00

3) DETAILED EXPENSES FOR DECEMBER 2018:

Bank Fees	Rabobank	\$0.72
Refreshments		\$53.36
Website	Wild Apricot	\$90.00
Loan Payment	10 of 10	\$100.00
Rent	UCC	105.00

- 4) On December 17, 2018, application (FTB Form 3500A) was made to the state of California for recognition of SLO NightWriters as a tax-exempt non-profit. I could not find any evidence of our ever having filed with the state.
- 5) Steve expects to complete the application for non-profit status as a 501(C)3.
- 6) He will then apply for incorporation to remove board members from direct liability.
- 7) Insurance quotes are being obtained as a non-profit. Estimated cost \$600-650 per year.
- 8) A projected budget is submitted for 2019. Any comments can be made to Steve by email.
NOTE: It does not include a projected insurance cost.
- 9) Projected income of about \$5000 should exceed projected expenses of \$4000-4500 (including insurance) now that the loan from the Treasurer is paid off.

NEWSLETTER REPORT (Lillian Brown)

None

PHOTOGRAPHY REPORT (Dennis Eamon Young):

None.

PROGRAMS REPORT (Janice Konstantinidis, Tammie Burnsed):

Brian Schwartz will present our January meeting.

Tammie Burnsed will take over as Program Director in February. I'm sure she will be very good in this role.

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Given the popularity of our December 2018 general meeting, I propose that this kind of meeting be repeated again this coming December. I've received emails from many members who told me they loved the meeting: the storytelling, the light-hearted gift giving from Santa and Mrs. Claus, and the raffle.

The general interaction was much appreciated. I volunteer to host this meeting again.

The Board Agreed that this was something they would like Janice to do.

INCOMING PROGRAM DIRECTOR Tammie Burnsed:

Happy New Year, everyone. Here is my Program Director's report for January:

February speaker is confirmed—Rolynn Anderson will speak with the group about romance writing and her journey as a published romance/suspense writer. I have already provided the webmaster with the information needed to post on the website.

The board was very welcoming of Tammie in her role of Program Director. There was a consensus about how fortunate we are to have Tammie step up to this important position .

Question for Treasurer Steve—Rolynn has agreed to a \$25 speaking fee. Do you bring a check/cash? Not sure how the payment part works.

Steve told the board that he would have check for Tammie to pay Rolynn and all other presenters who require payment henceforth.

March, April, May and June speakers are also confirmed. I'll forward more specific information to the board and webmaster Janice ASAP.

The board was very grateful to Tammie for her hard work and enthusiasm for the programs.

Susan made the point that it has always been customary for the board to see three or more months ahead where possible, what was on the calendar in terms of speakers or presentations. The board indicated that it was very helpful, where possible, for the membership to be able to look on the website to see ahead in order to make plans for general meeting attendance.

Starting with the Feb. meeting I'd like to implement a couple of fun--I hope--ideas to encourage networking among members and bring in more guests, potential members.

First, there's something I'm calling "Build My Platform" which will entail members who want to participate putting their names into a hat for a random drawing. At each meeting, two names will be chosen, and those people will have their social media accounts shared on the SLONW Facebook page, in the newsletter and, if it's not too much trouble, in an email blast from the

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president. The goal is to encourage members to follow and participate more with one another on social media. Only one entry per year to keep it all fair and equal.

After a long discussion, the board did not see this as something they wanted.

The board would like to see Tammie come to a couple of board meetings, here and there to talk to her suggestions for the purposes of discussion and clarity. There was an overall agreement that Tammie should not be discouraged.

The board expressed interest that some instruction about platforms would be beneficial for those who used them.

Second, as enticement to bring more guests, I'd like to give out a quarterly prize (something very inexpensive, and within the budget I've already asked for) to members who've brought guests. Again, a random drawing sort of thing, depending on how many people are actually involved. Maybe with a grand prize of some sort for most guests, awarded at December's meeting. I've spoken with Jean to make sure it wouldn't be a hassle for her to keep track, and she assured me it's no big deal, she'd be happy to track that information.

The board did not see this as something they saw as useful without further discussion. They would like to hear Tammie speak to this in more detail at a future board meeting.

In addition, I'd like to begin posting the general meeting information on various community calendars (all free) and write a "Speaker Spotlight" article for the newsletter, which Lillian has approved. I would have done these things for the January meeting, but I just didn't get on it in time.

The board agreed that this is a very good idea. Once again, the board expressed gratitude to Tammie.

SOCIAL MEDIA COORDINATOR/PUBLICITY/PROMOTION REPORT (Meagan Friberg, Abigail Aarons):

FACEBOOK stats from Dec. 6, 2018 to Jan. 2, 2019

Total fans: 453

Total followers: 429

Facebook Post Promotion: July general meeting (with Jim Aarons)

Target: men, women, ages 18-65+, California

People reached: 228

Women: 74% **Men:** 26%

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Post engagements: 65
Photo clicks: 4
Post likes: 27
Comments: 4
Shares: 2

INSTAGRAM

Followers: 143 (increase)

The average amount of “likes” per post is 11

*** Thanks to everyone who is actively engaging with the SLONW Facebook and Instagram pages – quite helpful 😊 Keep it up and help promote our writing club! ***

CRITIQUE GROUP/WORKSHOP/CLINIC COORD. REPORT (Patricia Gimer):

Currently, there are 6 SLO NW members interested in finding a critique group. Attempts are being made to help them find each other and/or begin new groups in the coming year.

Plans are being made to visit another established critique group this month.

MEMBERSHIP REPORT: (Jim Aarons)

Member list (Summary | [Keyword search](#) | [Advanced search](#) | [Saved searches](#))

Level	Total	Active	Renewal overdue	Lapsed	Pending			New in last	
					New	Renewal	Level change	7 days	30 days
Active Member Comp	13	13	-	-	-	-	-	-	-
Active Member Full Fee	113	113	16	-	-	-	-	-	1
Active Member Scholarship	1	1	1	-	-	-	-	-	-
Active Member Student/Economic Limitation Fee	17	17	2	-	-	-	-	1	1
Total	144	144	19	-	-	-	-	1	2

SIMPLY CLEAR MARKETING & MEDIA REPORT: Jeannie Hundertmark Estero Bay News, Morro Bay, will be open to Night Writers submissions as space permits.

MEETING ADJOURNED: 8:00 PM

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