

MINUTES

SLO NIGHTWRITERS BOARD MEETING

Meeting Date: March 5, 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, Acting Program Director
Susan Tuttle – Education Coordinator
Steve Derks – Treasurer
Patricia Gimer – Critique Groups Coordinator
Leonard Carpenter – Secretary
Dennis Eamon Young – Photographer
Abigail Aarons – Social Media Co-Coordinator
Jim Aarons – Membership Coordinator

MEMBERS ABSENT:

Meagan Friberg – Social Media Coordinator
Jeanie Hundertmark – Marketing Coordinator

GUESTS:

Amy Baptiste

MEETING CALLED TO ORDER:

6:38 PM.

PREVIOUS MINUTES PRESENTED:

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

NEW BUSINESS:

1. The petition for California non-profit was rejected. The State Franchise Tax Board replied that they will require SLONW's records ever since its founding in 1988. These would be extremely difficult to provide, so negotiation will be attempted. Federal non-profit status was obtained in the past century, lapsed in 2015, and was renewed in 2017. However, Susan says she renewed the status yearly online until 2017.

2. Wild Apricot wants to replace PayPal payments their website. They will charge 20% penalty (\$18 per month). To avoid this penalty, we can use Wild Apricot's payment system, or pay by check. The cost difference from PayPal is slight.

Patricia moved that the new Wild Apricot service be adopted, and Dennis seconded. It passed by unanimous vote.

Matters on the agenda as new business include:

1. Critique Groups having non-members
 - a. This was discussed at length, mainly in regard to legal liability under SLONW's name.
 - b. Dennis, as past president, said there had been NW groups versus NW Associate groups. The concerns included group members or leaders drifting away from NW, members unable to pay, and whether membership can be a sign of commitment. It was pointed out that group leaders need flexibility and final say on some issues.
 - c. Group table workshops at SLONW meetings require a \$5 charge to control entry.
2. Duty Statements, to be written by Board Officers, can be put in the newsletter to inspire, or can be pitched at member meetings.
3. Bylaws were mentioned without much discussion.
4. Elections – topic can be deferred
5. Budget – topic can be deferred
6. Contest Categories: Poetry, Fiction, Creative Non-Fiction and Memoir. The next contest theme, possibly “Confluence” is still under discussion.

OLD BUSINESS:

Non-Profit status, Insurance, and Incorporation are still in process—see Treasurer's Report

PRESIDENT'S REPORT (Janice Konstantinidis):

I am paying particular attention to our agenda and the order in which we conduct our business at board meetings. More specifically, as I mentioned in an email, I sent you earlier this week, we've been deviating from the agenda at times. This deviation often occurs when subjects are raised that we hadn't planned on addressing. This takes up time we often don't have, and it leaves other matters not discussed. Therefore, we need to have an agenda and keep to it.

Would any board member who has something to discuss please send notice of this to Leonard, so that he can put it on the agenda as new business? If we can't get around to addressing all items proposed, they will stay on the agenda as old business to be dealt with at the next board meeting. I would appreciate your cooperation in this matter.

It would be very useful if Leonard would be so kind as to send the board the upcoming agenda ahead of time, so board members can read what's coming up.

Of course, this does not apply to emergencies. We can discuss non-agenda items if they are about something that has come up and can't be ignored.

Matters are now listed on the agenda as new business. We won't be able to get through all of these in the March board meeting, so they may go on the agenda as old business to be discussed at the next board meeting, and so on.

VICE PRESIDENT'S REPORT:

Position Vacant.

SECRETARY'S REPORT: (Leonard Carpenter):

I have listed the recent agenda items I've received as New Business.

Reports are current except Marketing, Photo, and Social Media (non-Twitter).

TREASURER'S REPORT (Steve Derks):

1) FINANCIAL STATUS FOR FEBRUARY 2019:

End of Month Bank Balance	\$1086.96
FEBRUARY Income	\$200.00
FEBRUARY Expenses	\$348.49

2) DETAILED INCOME FOR FEBRUARY 2019:

Member Dues	\$200.00
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3) DETAILED EXPENSES FOR FEBRUARY 2019:

Bank Fees	Rabobank	\$0.72
Refreshments		\$62.77
Website	Wild Apricot	\$90.00
Programs	Speaker Fee	\$50.00
Rent	UCC	\$105.00
Admin	Training – Spokes	\$40.00

4) There is still no word from the California FTB regarding our application to be recognized as a California non-profit. NOTE: This was since rejected, requesting records since 1988!

5) In order to avoid an \$18/month fee from Wild Apricot, we will be switching our online payment processor from PayPal to Wild Apricot in March. We will test the new method and notify members when we are sure it works properly.

NEWSLETTER REPORT (Lillian Brown)

The March newsletter was released today!

PHOTOGRAPHY REPORT (Dennis Eamon Young):

Dennis was congratulated for providing stunning photos. The slideshow was posted on the website.

PROGRAMS REPORT (Janice Konstantinidis):

It's me back at the helm as Program Director. As most of you will know, Tammie stepped down. I hit the ground running this year. I usually have most of the year done by this. However, I am making good progress.

Our speakers are booked through August. I am currently negotiating with Leslie St. John, who is a poet. Leslie is a professor of English at Cal Poly. Leslie told me that if she can't make it for October, she will be with us next year. I am confident I will have speakers arranged by the next board meeting. I am negotiating with another person this week. Let me know if you know of anyone you think would be good for us.

talking to Mara Purl about the possibility of a dramatic reading of one of her books such as she did at Coalesce recently.

We will not be moving to the Grange Hall this July as we have done in past years. The hall we currently occupy will not be made available to the homeless any longer.

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

FACEBOOK stats from Dec. 6, 2018 to Jan. 2, 2019 (Current data unavailable)

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%

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! ***

TWITTER Current for February, 2019:

Posts: 2

Likes: 4

Retweets: 1

New followers: 1

Total followers: 361
Impressions: 834
Profile visits: 56

Critique Groups Coordinator REPORT (Patricia Gimer):

No groups were visited in February, but new members have been joining the two groups in which I participate. I have nothing else to report.

MEMBERSHIP REPORT: (Jim Aarons) MARCH 2019:

Note: Members needing renewal have three months grace period, or else a full year to pay. Payments are applied retroactively to the (anniversary) date of the lapse.

WEBMASTER'S REPORT (Janice Konstantinidis):

I have a slideshow on the website now for the Golden Quill Contest last year. I am going to try to have a slide show for our general meetings, as time permits.

SIMPLY CLEAR MARKETING & MEDIA REPORT: (Jeannie Hundertmark)

Estero Bay News, Morro Bay, may be open to Night Writers submissions as space permits.
(Note: There is no current information on this or on Teresa's new editorial position.)

MEETING ADJOURNED: 8:05 PM