SLO NightWriters Board Meeting
Minutes – October 4, 2015

Meeting Date: Sunday, October 4, 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	Hanje Richard
Susan Tuttle	Sharyl Heber
Andrea Chmelik	Leanne Phillips
Megan Friberg	Janice Konstantindis

Guests:
Tia Ariminta

Previous Minutes Presented:

- September 2015 minutes approved.

Presidents Report (Dennis Young):

- Dennis purchased a Samsung tablet and Credit Card Square, so we can sell NW books. Anyone using the device will need to interface with Susan Tuttle the Treasurer to work out finances. Dennis will keep the device in his possession and bring it to events. An online connection is needed to make it functional.

Secretary's Report (Sharyl Heber):

- No report this month.

Central Coast Writers Conference / Book Fair

- It was agreed NW should have a vendor table next year at the CCWC. Kudos this year to Berle Reichenburg for setting up a beautiful table display for us.
- We should order NW give-away's (pens, bookmarks, brochures etc) far in advance of the CCWC next year. Susan will order 500 pens and hold out 300, for the 2016 conference.
- Dennis suggested that when the winners are announced, that they take the time to acknowledge each person separately and to allow for a photograph.

Treasurer's Report (Susan Tuttle):

- No report this month

Newsletter Report (Susan Tuttle & Elizabeth Roderick):

- October newsletter is out.

Photography Report (Dennis Young):

- Dennis has distributed recent photos.

Golden Quill Contest Report / CCWC (Tia Arimenta):

- Final report given: Much appreciation to Tia for her hard work and skilled handling of the contest this year. Tia will send a written report to Sharyl for the NW Business archive. She will send outstanding receipts to Susan Tuttle.

- Overview: 269 entries - an 84% increase. Flash fiction was very popular. This year, beautiful trophies, increased prize money, expanded # of judges, social media expanded. many press releases, 3 free months advertising in Tolosa, Review Review – a Print ad in writers digest was worth the cost - we received many entries from them. Radio spot with Dave Congleton, and ads on TV.
- 10 winners - 26 finalists from 7 countries. 253 from US
- After all expenses, $600 for SLO NightWriter fund raising.
- Suggest more explicit rules re: submitting previously published items. Payment system problematic. The board heard that Cuesta will provide a program for a smoother payment process for 2016.
- Also, put the next contest on the January/Feb agenda to begin work for 2016. Many months of prep are needed.

- Tolosa Press will publish the winners of poetry and flash fiction their news.

- Any other contest finalists that go into Tolosa via the normal NW process will not mention the contest status, as they will likely be altered and edited for Tolosa.
- October award ceremony: Susan offered to read the entries for those winners who cannot attend. Begin at 6:30 to the award ceremony for 1 hour then break, then Mara Purl. Food includes antipasti, baguettes, and a sheet cake with a NW logo if possible.

Tolosa Report (Sharyl Heber):

- 4 will be sent to Tolosa this week. 6 are ready to send in the future. 4 are in editorial process.
- Anna Unkavich is stepping down from the Tolosa Committee as final copy editor. Thank you to Anna for her years of service in this capacity. Sharyl will make an announcement at the next NW meeting for a replacement. Megan offered to act as backup copy editor.

Anthology Report: (Sharyl Heber/Andrea Chmelik)

- Tolosa stories are being set aside for the future.

Website Report (Janice Konstantinidis):

- Janice will be posting names, photos and pieces (with permission) from the Golden Quill Contest awards ceremony at the October 13th general meeting.

Critique Group Coordinator Report (Rebecca Heath)

- No Report this month
- Janice Konstantinidis will continue to fill in while Rebecca is on leave.

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

Facebook:

- We gained 3 new fans in the last month (from 282 to 285)
- Days when fans are active – fairly consistent throughout the week
- Times in a day fans are active – between 7am - 9pm
- Gender – 73% women, 26% men
- Age – 6% 18-24; 11% 25-34; 20% 35-44; 22% 45-54; 19% 55-64; 21% 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:

- 357 connections (356 last month)

Twitter:

- # of followers – 226 (213 last month)
- # of following – 330 (314 last month)
- # of tweets to date – 304 (299 last month)
- Meagan is setting up with twitter – She will be working on expanding our Social Media following, perhaps holding a contest or drawing with small prizes. The Board liked these ideas.
- Andrea will look into purchasing a Facebook ad for NW. She will write a proposal for the Board.
- It was emphasized... The Board and NW members should not only "like" the NW posts on Facebook, they should "share them" so they go out to a wider audience.

Programs Report (Janice Konstantinidis):

- Nothing new to report.
- Suggest future October meetings are focused on the awards for 2016. Critique and Round tables left as they are.
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- December Holiday party: The Board will create gift baskets for a raffle. Brian Schwartz is the program speaker for half the evening; the other half will be celebration.

Special Needs For The October Program:

- Dennis will bring the NW sound system for back up
- Susan will bring a check for Mara Purl's honorarium

December Program will include:

- Brian Schwartz
- Unsung Hero Gifts
- Toys for Tots
- Raffle with Gift Baskets from Board Members

Mid-Month Email Business:

- None this month

Membership Report (Hanje Richards):

	total active members	renewal overdue	lapsed members	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
December 1, 2014	223	18	9	3
January 1, 2015	219	16	6	4
February 1, 2015	226	19	9	9
March 1, 2015	225	13	1	8
April 12, 2015	234	21	7	6
May 3, 2015	236	24	12	5
June 7, 2015	228	29	4	5
July 5, 2015	236	33	5	8

August 2, 2015	**243**	**35**	**16**	**6**
September 6, 2015	**233**	**30**	**8**	**4**
October 4, 2015	**235**	**37**	**20**	**4**

Discussion:

1. Renewals without email addresses. Are these another artifact of the judges who were given memberships last year for the contest? Hanje will have a list for possible identification.
2. Active Member Comp list. Are all these people supposed to be on this list? Hanje will have a list for conversation.

Granted Complementary 1-Yr ~ Or ~ Lifetime Membership:

- Hanje printed a list of Comped members from the NW database. There were some points of confusion which the Board clarified. Janice will revise and look into whether the database can accommodate 'comments' re: when and why each member is comped to avoid any confusion in the future.

Old Business:

- NanNoWriMo – November Day of Writing at the UCC – with Jeannie Bruenig – Andrea will follow up with Jeannie about this event and what is needed from NW.

New Business:

- No new business.

Andrea's Facebook Ad Proposal:

First see snapshot #1 - promoting page
- We get to select 4-10 "interests" that will target our audience. I have put in: books, literature, e-books, writing, author, publishing for now, as an example. Let me know what keywords you think would help.
- We get to select geographical location, but only one, and there isn't an option of a county, so I guess I would suggest California. San Luis Obispo seems too limited. (it's not on the screenshot, BTW)
- We get to choose age group - I would go wide on that one
- We get to say a little about who we are, so people get to see it when the ad pops up
- Budget - take a look at that. It's a daily budget and we can choose how many days we want to run it. As you can see, they say at $5, we should expect 4-16 likes per day, for $10 we should expect to see 8-31 likes per day, etc (you will see it on the screenshot). Remember - the price tag is per day.

My suggestion would be to run it for three days at $10 a day. That's 30 bucks and should get us anywhere from 24 - 93 new likes. If it works, then we can discuss further action.

Now to boosting of a post - the second screenshot.

- We get to choose our audience again, but in a different manner.
 --- Either people who already liked us will see this
 --- Or people who already liked us AND their friends will see it
 --- Or people we chose through targeting will see it - we can select location, interests and age group

Pricing is again per day and the screenshot will see you how many more people will see the post based in how much per day we pay.

I think we could try this one out for the November meeting. I think for the next weeks one we already have quite a lot of people coming, and it's a bit late in the game.

I would suggest we run the promotion at $5 a day for 6 or 7 days, two weeks prior to the meeting. Again - see if it makes any difference in attendance and decide if we will use in the future.

If this is too difficult via email, we can leave it to discuss at the next board meeting.