



AAWCC Board Meeting Oregon Gardens



February 27, 2015

Attendance: Melissa Aaberg (VP of Web Development), Sydney Frost (VP-Membership), Lynn Irvin (VP-Fall Conference), Julie Kopet (President), Cherie Maas-Anderson (Past President and VP-Finance), Deb Nicholls (VP-Records), Teri Olsen (VP –Special Projects), Heather White (VP-Registrar), Jan Woodcock (VP-OILD), Donna Zmolek (VP-Communications)

Absent: Donna Lewelling (VP-Summer Conference) and Carol McKiel (President-Elect)

CALL TO ORDER

Julie called the meeting to order at 10:17 am

AGENDA CHANGES

- OILD added

DISCUSSION ITEMS

Approval of Minutes, October 24, 2014

Lynn's motion to approve the minutes, as presented, was seconded by Cherie. *Upon call for the vote, the motion passed unanimously.*

President Report

Julie reported that Cherie has agreed to take on the VP of Finance position.

Financial Report

Cherie shared that she didn't have access to the account yet. However, the bank printed out the following for her:

- | | |
|----------------|--------------------|
| • Checking | \$11,706.55 |
| • Money Market | \$8,282.86 |
| Total | \$19,981.41 |

She mentioned that she cancelled the debit card and got one in her name. Heather shared JoAnne's last correspondence regarding financials indicating that the CD value was \$20,496.73.

Cherie will have JoAnne mail information to her. She noted that everything's was all paid up and the Summer Conference deposit had been sent.

Website

Melissa shared that PCC people were excited about the upcoming conference.

The following adjustments are to be made to the website:

- OILD – June 22-25, 2015 added
- JoAnn removed
- VP-Finance added to Cherie's bio
- A search plug-in to the site added
- Previous Conferences added to Fall Conference tab
- Reviewed 'quiet space' Board ONLY area. Some information currently in the Board ONLY area will be moved to corresponding conference section on the public side of the website.
- Donna Z will send Melissa information on the DesJardin winner to add.

NOTE: The website will be reviewed at each meeting.

Summer Conference

Discussion occurred on the registration amount and whether an Early Bird rate would be instituted (\$95 Early Bird by June 12th; \$120 Regular June 16-Event Day). Registration will be launched soon. Discussion on speakers transpired. Wednesday night is free lodging for all summer speakers.

Four speakers – 45 minute segments - OR three with a little time in between.
Jan shared what's happening at Umpqua regarding TED talk style events.

Potential topics mentioned:

- I want it now: New thinking on willpower and delayed gratification
- Who wants to be a guaranteed millionaire? Personal finance
- Leading without authority (Washington state) AM workshop or ALL DAY (may be good for a fall conference speaker too). Maybe offer two nights lodging and a travel stipend for this one.

Discussion on feedback on what participants want to see:

- Facilitating networking at both summer and fall conferences
- Chat/brainstorming - could be a free session
- Jig saw – What's cool at your school?

Teri shared some ideas for the themed photo booth. She wants 2-4 photographers. She'll visit with M'Liss on her commitment to take photos.

For Fall Conference, Lynn would like to do night caps and photos with props in the presidential suite (Th night) for a fun activity and networking.

The Salishan deadline for room block is June 24.

Registration Software

Heather reported on the software (\$360/yr) Constant Contact. We can pay CC for two separate products (Event Spot – conf reg that will coordinate with our existing PayPal account and can accept checks). It's an online registration system that automatically sends payment confirmation receipts to registrants and also creates a webpage for the event itself that we can put on our website. She compared Email Marketing to Event Brite. Costing out last year's summer conference she found the costs to be Event Brite \$750 and Constant Contact \$360 (for all conferences). She still wants to research further and confirm details. Cherie asked her to see if CC would give us a discount if we paid three years in advance. Since we are a non-profit the cost may be even less than \$360.

Email Marketing (Tier 1)

- 0-500 contacts \$15.00
- \$81.00 prepay for 10% off approx. 6 mos.
- \$153.00 prepay for 15% off for approx. 12 mos.

If we run the national we would bump it up to Tier 2

- (501-2,500 contacts) \$35.00
- \$189.00 prepay for 10% off approx. 6 mos.
- \$257.00 prepay for 15% off for approx. 12 mos.

Event Spot

- Tier 1 \$20.00

If these costs don't change and open registration doesn't overlap then we'd stay at Tier 1. The cost is \$360 for a calendar year for every electronic communication we do. Would cover OILD, summer and fall and then know before we commit further.

IMPORTANT: We'll need to keep a back-up of our membership list. Heather to confirm several items (i.e., automated data collection, etc.). Would CC become our listserv for our members? They would hold our membership list. But we need to back it up. She'll coordinate with Melissa to integrate with AAWCC website.

Julie recommended we do a one year pilot.

Deb's motion to pilot Constant Contact for one year was seconded by Teri. *Upon call for the vote, the motion passed unanimously.*

Discussion occurred on a non-refundable fee for those individuals that register and plan to send check, but back out before they do. There should be no refund for those that pay and then decide not to come. They just need to send a replacement.

Fall Conference

Speakers:

Lynn looked into speaker costs. Discussion occurred on possible speakers:

- Governor Brown
- Senators Rosenbaum or Burdick
- Barbara Roberts
- Elizabeth Cox Brand
- Dr. Susan Carter, Marylhurst
- Colette Peters
- Nancy Hales
- Carleeta Locks

Jan will research and check AACC national conference speakers in April.

If female legislators are used, it would not be for a legislative update but for their story/journey.

Colette Peters would be good for Summer and then maybe for Fall. She's the first woman ever to be the Director of Corrections for the State of Oregon.

Potential presenters:

- Debbie Wooten - Funny
- Nancy Baldwin – Salem hospital
- Younger speakers wanted – Possibly Lori Capezio
- Tres Vidas, a small acting and music ensemble based on an Argentinian poet. Teri to research the costs.
<http://www.core-ensemble.cc/tv.htm>

Possible breakout sessions:

- “A Walk to Beautiful” - Documentary film about five Ethiopian women's stories of hope, courage, and transformation after suffering devastating childbirth injuries, becoming rejected by their husbands, and ostracized by their communities. Maybe a breakout session or a filler for a third speaker.

The need for diversity was brought up and Carleeta Locks (9th child to be segregated into the schools) was mentioned.

Entertainment:

It was noted that last year's ending musical performers were too long. A lot of people left during the performance or before. Recommendation for a 30 minute set was made.

Potential performers:

- Divine – acapella female group from OSU
- On the Rocks – acapella male group from UO

Business Meeting:

The business meeting will start right after participants start eating lunch.

OILD

Jan shared that Linda Gerber mentioned replacing her so she got Sandra Fowler-Hill (Rock Creek) to start. Linda Reisser's going to Africa (no 2nd person) so Jan will do something.

Karen Edwards gave her story – grew up in the Bronx and went to private school – need to get her for sure. It was suggested that the President’s Panel be scheduled for later.

April 10th is the deadline to get names to Lynn. Cost is \$450/person.

- PCC will get their normal six (6) slots

Last year:

- CCWD dropped out
- OCCA, Oregon Coast, Columbia Gorge or TVCC didn’t send anyone
- Klamath sent two!

Jan asked Lynn to send something out to the board if numbers are full by deadline.

Newsletter

Donna Z to get in touch with those she needs items from (i.e., pres letter, fall conference, etc.). Her goal is to have it out by April 1st.

Day of Dialogue - Several colleges are planning events surrounding the day in March (Lane, Chemeketa, Mt. Hood) and will send info to her on their events. Chemeketa is holding their event during their March women’s history month event that includes a tea party.

National Conference

For the 2016 conference (fall), Embassy Suites at the airport would be large enough; Double Tree at Lloyd Center – DT is too expensive.

National to provide speakers. Dawn DeWolf wants a budget proposal. Cherie to prepare what we do and triple it. Possible partnership with Monroe College. Still in discussion. We won’t do all the work. Discussion on DT or airport. DT – Marriot on the water or Doubletree at Lloyd Center.

It would be during the 3rd week of November 2016. Could start with an evening reception on 17th; go all day on the 18th, and then ½ day on the 19th. Date not finalized - still under discussion.

Other

The Scottish Rite Center in NW Portland (seats about 200) was also mentioned as an alternate venue. Not for National though.

NEXT MEETINGS

- June 23, 2015, 2-430 pm @ OILD – Board meeting and Meet-n-Greet (430-530) and then dinner
- July 15, (2 pm) @ Salishan before Summer Conference – Board Meeting
- October 16, (TBD) – Board Meeting
- November 18, 4 pm @ Embassy Suites, Presidential Suite – Board Meeting
- November 20, (TBA) @ Embassy Suites, Conference Rm – Board Meeting

ADJOURNMENT

The meeting was adjourned at 2:55 pm