

## **Minutes AAUW Board Retreat 6-8-2018**

### **MORNING SESSION**

PRESENT: Gretchen King, Pam Shay, Sunny Anderson, Catherine Lutes, Paula Wiiken, Bessie Azari, Mimi Pippel, Carole Forgan, Ginny Dugan, Chris Licata, Diana Versluis, Janet Troy, Jean Conger, Julie Benezet, Priscilla Arnold, Diana Quirk, Sonja Friedman, Sandra Coyner, Karen Hueston, Olena Black, Sarah Seybold

Meeting was called to order at 10:04.

### NEW TREASURER

Sonja Friedman has offered to be Treasurer. Sonja was approved by board members present. Both Diana Quirk and Sonja will be co-signers on the bank account.

### WELCOME

- Pam Shay welcomed everyone and asked for introductions: name, why you love AAUW and what you want to get out of today. Board members also included their roles on the Board.
- Ground rules of the meeting: cell phones off, one person talks at a time, try not raising hands to avoid being stilted, no one should hog the floor, give the speaker our full attention, respect for starting and ending times.
- Reminder that Carol Mockridge will come at 2 to educate those about updating our website.

### BRANCH CALENDAR AND PROGRAMS

Sunny on programs for Oct, Nov, Feb and March. Sept is the kickoff meeting for the new AAUW year; January is Public Policy; May is Celebration of Scholars, April is the Presidents' meeting. There is no program budget line per se but there are limited funds available; Gretchen reminded us that we are on a tight budget.

### Programs Discussion:

- Julie mentioned that it is valuable exposure for speakers since the press often attends our meeting.
- We do not generally pay speaker's fee, although we have made contributions to a speaker's group. Speakers should talk on issues that relate to AAUW's mission.
- Diana V reported on some possible speakers: Dunn House, Cascade House, Peace House, Julie Benezet on leadership issues, Oregon Sexual Assault Task Force, Women's Veterans at the VA, Mary Lou Sanelli (A Woman Writing) and Michelle Carter (From Under the Russian Snow), sociolinguist and storyteller Kimie Oshima

from Japan here on sabbatical; she has deep insight about womens' subservient roles in Japan.

- Priscilla added that one of the scholarship recipients would be an excellent presenter: Samara Diab.
- Mimi suggested The National Conference for College Women Student Leaders (NCCWSL.) Regina Ayers and Mimi will video a panel of the women attendees. Gretchen mentioned September would be a great time to present this video.
- Sandra suggested we could have presentations with multiple topics, for example combining a scholarship recipient with another speaker.
- Julie liked a presentation with "news from the front" highlighting what is going on with AAUW. She added that public policy should be a specific topic; we are looking for studies in heroism so we can be inspired. Should PP offer short legislative updates at branch meetings?
- Sunny and Diana V wondered about featuring some of our own members and their experiences/talents. This has been done at the salons but not everyone participates in these.
- Mimi mentioned that our current venue (SOU) has excellent tech support.
- Diana Q spoke of how successful the April roundtables were: ideas and lots of participation. Diana would like to see Trish Garner as a speaker.
- Sandra suggested we invite one of the prominent women in the Oregon Legislature: such as Sarah Gelser.
- Mimi reminded us that April is Sexual Awareness month and SOU might have funds available for a speaker.
- Janet mentioned that many public institutions in Ashland are led by women—somewhat unique—can we find a speaker from this pool?
- Julie suggested there was a lot of interest in panels; she has moderated a panel of powerful women before—very well received by audience. One woman headed the Seattle Center and had to negotiate with the NBA and was continually underestimated.
- The public policy committee is not ready to do a candidates forum for many reasons. Sandra wondered about ballot issues, such as IP 29 (removal of sanctuary for Oregon). Should this be presented at September meeting so members are informed
- Get Out The Vote (GOTV) program? Get more voters registered? Inform members of how we could get involved at September meeting.

Gretchen reminded us that October 13th is the South District meeting, so do not schedule on that date.

The program co-chairs will put together a program and run it by the co-presidents. Will try to mix up times between evenings, mornings, weekday and weekends, always paying attention to weather issues.

### MEMBERSHIP

- Priscilla on membership stats: 189 members; 192 members year before. This year we have 16 people not renewing; this seems high. 4 are moving, six others have attended only 1 or fewer meetings. This shows a relationship between those who attend meetings and staying in AAUW. Meeting attendance ranged from 97 high (September) to low February (38.).
- Membership works hard at making new members feel welcomed.
- Brainstorming: check in with new members who are not attending and offering to take them with us to a meeting: *Can I take you with me?* Could Google make a map of where members live? Divide up by areas. Chris ran with the idea—put the map on the website and use color!!

Diana wants to get all bills paid in this fiscal year and asks that all expenses be submitted by the end of June.

### LEADERSHIP ROLES

- Gretchen passed out a list of filled positions. Chris Licata has stepped up to work on website with Ginny. Margaret Audibert will be the recording secretary.
- Positions not filled: Chair for Celebration of Scholars, a fundraising chair, facilities and hospitality, South District Chair.
- Diana and Gretchen have volunteered to coordinate the salons. Salons have raised money in the past; Diana Q would like to focus on NCCWSL this coming year.
- Mimi volunteered to be facilities/hospitality if we stay at SOU.
- Priscilla and Catherine have a list of people interested in volunteering and will forward it to the co-Presidents.
- Each summer OLLI has an Open House for other organizations. This year the event is Wednesday July 25th 1-4 at the Stevenson Union. We need people to table and pass out brochures. Jean, Sunny and Julie volunteered to person the table along with Priscilla. We get a lot of good exposure and some new members.
- Bessie mentioned the leadership conference August 11-12 in Bend. The state convention will be discussed, leadership skills developed, officers meet together. \$100 grants are available per branch. Often set up the state goals for the year. Gretchen may attend. Go to the state website for more information; deadline is end of July.

- National is starting a campaign to train 10 million women in salary negotiations by 2022. Medford AAUW is planning an initial meeting for July. Chris Licata and Carole are interested.

## VENUE

- We are spending a lot on rent. This fiscal year we have paid SOU for meetings (\$1720.50) and for coffee and tea service plus some treats at two meetings (1,292.40). Two meetings with alcohol each required a \$133 insurance policy (from Event Helpers). We get the Rogue River room for free because the SOU Foundation co-sponsors the Celebration of Scholars.
- There have been complaints about SOU parking and the room (no windows, dreary.)
- Gretchen checked into many options around town. The only other site that works is the Fellowship Hall at the Methodist Church. Sonja says it is a very nice venue; Rotary meets there. There is a stage for the speakers.
- We do not want to burn any bridges with SOU—we will still hold the Celebration of Scholars there in May.
- Pam passed out a comparison of the two rental facilities. The cost differential is not huge.
- Parking is an important factor if SOU were to charge us; Gretchen cannot get an answer about whether we will get free parking. People have trouble with using the machines and walking to the meeting.
- Mimi says we might be able to negotiate parking based on what we do for SOU. She is happy to continue her role on getting us free parking. Sandra mentioned that parking fees are separate and “free” means it is coming out of another group’s budget.
- Karen asked why we switched from the Masonic Temple; she felt it was a good venue. Mimi said we moved because costs were going up and after we became college partners with SOU, we got free rent for one year.
- Jean said we used to have September opening meeting at Methodist Church, had a potluck and speaker. Very well attended.
- Chris and Pam volunteered to train for technical support at Methodist Church.
- Sandra mentioned “lug a mug”; it is a way to save money and be environmentally friendly. We can have water available...
- Sunny feels we need all the facts to make a decision (is September meeting still no cost, what about parking?).

- Priscilla wondered if we should switch to Saturdays to avoid walking/falling in the dark after a meeting. Gretchen mentioned that Saturday is services at the synagogue.
- Sunny brought up the *Can I take you with me? idea* again—it helps women be safe walking.
- Gretchen says we are looking for member satisfaction so they come to meetings.
- None of the rooms on the second floor in Stevenson Union are big enough. A lot of the nicer rooms are booked and expensive. The upstairs room is significantly more expensive for the Christmas party.
- The consensus was that the Masonic Lodge is not attractive for meeting.
- Diana Q thought if we changed our coffee policy, we could end up paying for parking.
- There is an app to register your car and pay by phone. This would be hard for people to use...

Straw poll: If Mimi is our SOU negotiator for price and parking and we change coffee policy... Most attendees voted in to stay at SOU if these conditions apply. Mimi planned to go to SOU soon and get a proposal.

Sandra wonders what happens if negotiations do not succeed. Do we look at Methodist Church as a backup? Attendees have empowered co-presidents to make a final decision.

## AFTERNOON SESSION

### STRATEGIC PLAN

Mimi Pippel was given a certificate of recognition for her contributions in the area of university partnership, sexual assault awareness, celebration of scholars and NCCWSL.

Sandra Coyner asked the attendees what had worked well in the branch and what could have been done better.

Worked well:

- Great programs, a special mention for the Jean Houston program
- Membership
- Celebration of Scholars event, which had changed from previous years.

- Newsletter
- Directory in general and the inclusion of pictures in the directory (now approximately 60% have pictures)
- Xmas Party
- Collection of dues easy and effective

Could have been done better:

- Members not renewing – 12 this year
- Honorees not attending meeting in which they are being honored. Need to notify to attend.
- April meeting not well attended. It was mentioned that this might be a result of other events in Ashland during this month including the Film Festival.
- Need to look at scheduling of April and May meetings to achieve greater attendance
- Basement meeting room is not aesthetically pleasing. One comment suggested that too many lights are turned off.
- Membership renewal doesn't work well. Need due date on renewals.
- One suggestion was to allow automatic withdrawals from bank accounts. Doing this could generate liability issues.
- Need improvement in approach to fund raising
- No wiggle room in the budget for non-budgeted items
- Complaint that every time go to meeting members are asked for money
- Need to be clear about what we are doing – reinforce the framework of what we are here to do
- More specificity about what raising money for
- Public Policy committee needs to communicate better with members

Sandra spoke about the strategic planning process as being an evaluation of which activities are most effective at reaching the overall goals of the branch. Some discussion of the overall goals ensued with the number one goal of empowering women and girls. Need to look at where the resources are most effectively used.

The committee at large was asked how we might increase our efforts and resources to achieve this primary (#1) goal:

- A leadership program working with young women in businesses/jobs out of college. Work Smart was mentioned in this regard
- Increase leadership training for women through workshops
- Student leadership – here NCCWSL mentioned

- Reach out to women who are teaching at the university. Staff and faculty, women studies faculty was mentioned specifically
- Support more women in political positions. Partisanship was mentioned as a caution in this regard

#2 Goal was discussed throughout the day – increase in membership.

## FUND RAISING

### 1. Garage Sale

Bessie Azari and Paula Wiiken are co-chairing this event. Bessie provided some background on previous garage sales and the substantial funds raised.

The high end garage sale is going to take place between May 15 and 19, 2019 at Bellview Grange, Ashland.

Donations: Wednesday/Thursday 15/16  
Set up: Friday 17  
Sale: Saturday 18  
50% Off: Sunday 19

Kathy Gorman and Joy Otto have offered their garage space as storage for accumulating donations leading up to sale.

The sale will include a bake sale (this was very lucrative in the past), wine raffle, & high end donations from members. Members are asked to volunteer to promote sales – with a specific committee of 8 members to work as a steering committee. Items left over at the end of the sale are anticipated to go to the Grange for their flea market.

Chris Licata offered to create posters for the sale, to be distributed at the April meeting.

### 2. Sarah Seybold

Sarah Seybold presented a fund raising idea to the group. She talked of hosting interesting and creative parties that are then auctioned off. She said it was a good way to get partners and husbands involved.

Sarah was thanked and asked to come to the next board meeting for further discussion around the mechanism to take this forward.

### 3. Jean Conger

Jean Conger updated the committee on the March to a Million campaign. This endowment provides matching funds up to \$500,000 from an anonymous donor. We have attained \$228,000, providing \$9,730 in scholarships for next year.

Bequests and donations to the endowment fund of any size are welcomed/encouraged. There is no firm deadline for the matching funds. Two members are requested for the endowment committee.

Check in on Meeting:

- Need more time for strategic planning. Maybe should start with this in the future
- Spent too much time talking about the venue. Mimi suggested that she work to get a two-year plan/commitment for venue.
- Participation was good