

# Minutes

## SLO NIGHTWRITERS BOARD MEETING

Meeting Date: Tuesday, July 18, 2017

Time: 6:30 pm

Place: Conference room

United Church of Christ

11245 Los Osos Valley Road,

San Luis Obispo CA

Janice Konstantinidis, President

Contact: Cell: 805-712-6721

MEMBERS PRESENT: Steve Derks, Meagan, Pat Gimer, Susan Tuttle, Janice Konstantinidis, Jim Aarons, Dennis Young

GUESTS: None

MEMBERS ABSENT: Martha Raymond, Joanne Feeney.

MEETING CALLED TO ORDER: 6:32PM

ACTIONS OR EVENTS OCCURRING SINCE THE LAST BOARD MEETING NEEDING TO BE ADDED TO THE RECORD:

1. Advertising options for Golden Quill

PREVIOUS MINUTES PRESENTED:

Steve moved to accept June's minutes. Susan seconded, motion carried.

### **PRESIDENT'S REPORT (Janice Konstantinidis):**

SLO NightWriters Golden Quill Contest. We need to be aggressive with our advertising, urging members to share the contest on their individual Facebook pages. Will also ask Tia to write something in the newsletter.

Member complaints about board actions:

The board discussed and agreed that in the future, any complaints that come to any board person will be introduced and addressed at the next board meeting. The board welcomes member attendance, not only to address the issue, but to emphasize the meetings are open to all.

### **VICE-PRESIDENTS'S REPORT Position Vacant**

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### SECRETARY'S REPORT (Jim Aarons):

Nothing to report

### TREASURER'S REPORT (Steve Derks):

- 1) Nonprofit status: IRS 501(c)(3) STATUS: Form 1023-EZ has been submitted and the \$275 fee has been paid. No reply from IRS yet.
- 2) CA FRANCHISE TAX BOARD STATUS: I will wait until we are reinstated by the IRS before submitting the California application.
- 3) TOTAL INCOME FOR JUNE 2017: \$426.00
  - a) All income was generated by membership dues.
- 4) TOTAL EXPENSES FOR JUNE 2017: \$1028.00
- 5) DETAILED EXPENSES FOR JUNE 2017:

Category	Cat02	Cat03	PostDate	Cost
Administration	Office Services	Laminating	12-Jun-17	\$32.09
Administration	Office Services	Laminating	12-Jun-17	\$47.17
Administration	Office Supplies	Name Tags	22-Jun-17	\$27.11
Administration	Office Supplies	White board	12-Jun-17	\$40.06
Administration	Post Office Box		02-Jun-17	\$132.00
Banking	Fee		30-Jun-17	\$12.00
Banking	Fee		19-Jun-17	\$0.56
Contest	Advertising	Fliers	09-Jun-17	\$70.04
Contest	Office Services	Fax	12-Jun-17	\$25.49
Contest	Website		01-Jun-17	\$144.00
IRS Fee			23-Jun-17	\$275.00
Refreshments			20-Jun-17	\$33.53
Rent			27-Jun-17	\$105.00
Website			19-Jun-17	\$70.00
Website			19-Jun-17	\$13.95
		Total		\$1,028.00

- 6) END OF JUNE 2017 BANK BALANCE: \$750.35

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- 7) **SUMMARY:** Several expenses this month were one-time (IRS) or short term (Contest). Membership income was average. Income will begin to come in from the contest, though we must ensure that we reserve contest money until we have a reserve at least equal to the prize money.

### **SOCIAL MEDIA COORDINATOR (Joanne Feeney):**

There is nothing new to report for social media

### **NEWSLETTER REPORT (Elizabeth Roderick):**

Nothing to report

### **PHOTOGRAPHY REPORT (Dennis Young):**

Nothing to report

### **CONTEST DIRECTOR'S REPORT (Tia Araminta)**

\*A See Appendix A for Submittable figures

#### **SLO NightWriters Golden Quill Writing Contest Board Report – July 15, 2017**

A Financial Report is submitted monthly, reference attached.

#### Entry Summary to Date:

Total Entries	Seven
Flash/Short Fiction	Two
Poetry	Four
Non-Fiction	One

Local	Five	
Oregon		One
Ireland	One	

#### Publicity Outreach:

- A mass email has been mailed to 601 targeted contacts
- A mass media email has been mailed to hundreds of targeted organizations and publications
- Press releases have been submitted to dozens of local media
- SLO NW President and Contest Director were on Dave Congalton's Radio Talk Show on June 26<sup>th</sup>. The podcast was subsequently posted on all social media sites

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- Social media outreaching and posting continues on the Webpage, Twitter, Facebook, LinkedIn and Twitter.
- Posters have been posted in Los Osos, SLO, Paso Robles and Morro Bay. Posters were disseminated to the Board Members with the request members post as many as they can in their areas.

### Judges:

There are a total of 12 judges and judging is underway. The Submittable site is completely built.

### Requirements:

- Posters still need to be hung by Board Members. Many contestants cite seeing a poster as how they learned of the contest, and it is a very effective, affordable method of advertising. As we are not able to take out advertising as we've been able to do in previous years, this type of outreach is essential and requires your investment as a board member to help make your contest successful.
- Two judges still need to accept registration in Submittable in order to receive submissions. Three requests have been sent via Submittable; an email follow up was additionally been sent.
- Social Media is not seeing a lot of participation by Board Members. This is SLO NW's contest and the Board needs to do everything they can to work toward its success. Liking the social media sites, re-posting them on your own sites, sharing them, is very simple and effective, free way to advertise.
- Volunteers are still needed to pursue outreach to local, national and international sources to promote the contest.

### **PROGRAMS REPORT (Janice Konstantinidis):**

There is nothing new to report. All programs are now finalized for 2017. I've begun work on the calendar for 2018.

See New Business for Survey

### **WEBMASTER'S REPORT (Janice Konstantinidis):**

Work is finished upgrading all the templates after our recent change of membership fees.

We gained two new members in the past month and five renewals.

Membership stands at 184.

Nothing else to report.

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### **SIMPLY CLEAR MARKETING & MEDIA REPORT (Meagan Friberg):**

#### **Story stats for June 2017**

**3 SLONW members' stories** were published in Simply Clear in June

**2 SLONW members' stories** were sent to Simply Clear for publication consideration on 6/30/17

**3 SLONW members' stories** currently in the process of being evaluated by editorial committee

### **CRITIQUE GROUP COORDINATOR'S REPORT (Patricia Gimer):**

Our July 6<sup>th</sup> General Meeting featured panel presenters who demonstrated ineffective vs. effective presentation styles and supportive critique techniques.

Several audience members participated by reading their own work and receiving feedback regarding their presentation style. Submitted pieces were critiqued by three volunteer panelists after an oral reading by their author. The audience also offered constructive feedback.

In attendance were two new NW members who were welcomed personally and invited to join in on the discussion. They expressed interest in joining critique groups. Referrals were made.

### **MEMBER AT LARGE YOUTH LIAISON DIRECTOR'S REPORT (MARTHA RAYMOND)**

There is nothing new to report for social media

#### **OLD BUSINESS:**

[Click here to enter text.](#)

#### **NEW BUSINESS:**

1. Critique Night survey: Positive response has caused us to offer these nights more frequently than once a year, possibly every few months, maybe inside another program? These questions will be explored when Janice sends out a survey.
2. Meagan is working within our limited budget to advertise our group, to liaise with the CCWC this September, SLO NW will distribute tote bags that contain water bottles, pens, brochures, etc. Three hundred bags have been asked for.
3. SLO NW will be allowed a table at CCWC for our help. Members can have their books on display, although there is a limit.

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MEETING ADJOURNED: 8.30 pm

Appendices:

A: Submittable Monies



P.O. Box 8255  
 Missoula, MT 59807  
 support@submittable.com

SLO NightWriters Golden Quill Writing Contest  
 Paid Submission Categories for June 2017

Category	Net Fees
Creative Non-Fiction	\$13.26
Flash / Short Fiction	\$13.26
Poetry	\$39.78

A complete submission income breakdown is available  
 in the reports section of your Submittable website.

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Total: \$66.30

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