

MINUTES

SLO NIGHTWRITERS BOARD MEETING

Meeting Date: July 3, 2018
Time: 6:30 pm – 8:30 pm
Place: Conference room
United Church of Christ
11245 Los Osos Valley Road
San Luis Obispo CA

Janice Konstantinidis, President

Contact: jkon50@gmail.com

MEMBERS PRESENT:

Janice Konstantinidis – President, Webmaster, Program Director
Steve Derks – Treasurer
Jim Aarons – Membership Coordinator
Leonard Carpenter – Secretary
Pat Gimer – Critique Groups Coordinator
Dennis Eamon Young – Photographer

MEMBERS ABSENT:

Susan Tuttle – Education Coordinator, Newsletter Editor
Meagan Friberg – Social Media Coordinator
Pat Gimer – Critique Groups Coordinator
(Vice President)

GUESTS:

Abigail Aarons

MEETING CALLED TO ORDER: 6:33 pm

ACTIONS OR EVENTS OCCURRING SINCE THE LAST BOARD MEETING

PREVIOUS MINUTES PRESENTED

The previous minutes were approved.

Steve made the motion, Lenard seconded the motion.
The board was all in favor.

PRESIDENT'S REPORT (Janice Konstantinidis):

I am hoping everyone has had an opportunity to read the document from PG&E regarding a fiscal partnership between SLO NightWriters and PG&E. We need an answer as soon as possible.

There are some great benefits for us if we go ahead with this. Patricia, Susan, Steve and I have

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voted yes so far.

There is not a lot to report this month. Our contest entries are down.

We are still in need of a volunteer for refreshments. I am physically unable to do this any longer.

Susan is in the hospital. She is most unwell. I will send out the president's message as an email blast over the next couple of days to let the membership know that there will be no newsletter this month.

VICE PRESIDENT'S REPORT

(Position vacant) NA

SECRETARY'S REPORT (Leonard Carpenter):

The June minutes are being amended.

TREASURER'S REPORT (Steve Derks):

1) FINANCIAL STATUS FOR JUNE 2018:

End of Month Bank Balance	\$678.93
JUNE Income	\$430.00
JUNE Expenses	\$419.62

2) DETAILED INCOME FOR JUNE 2018:

Member Dues	\$420.00
Contest Entry	10.00

3) DETAILED EXPENSES FOR JUNE 2018:

Bank Fees	Rabobank	\$0.72
Loan Payment	Steve Derks (4 of 10)	\$100.00
Rent	UCC	\$105.00
Website	Wild Apricot	\$90.00
Website	Domain renewal (2 yr)	\$27.90
PO Box	Renewal (1 yr)	\$96.00

- 4) The PO Box was renewed this month. We switched to a smaller box, so our new address is : SLO NightWriters, PO Box 2986, Paso Robles, CA 93447. I also submitted a change of address form, so mail sent to the old address will be forwarded

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automatically for several months.

NEWSLETTER EDITOR'S REPORT (Susan Tuttle):

There will be no newsletter this month due to illness.

PHOTOGRAPHY REPORT (Dennis Young):

No report submitted.

PROGRAMS REPORT (Janice Konstantinidis):

There is nothing new to report this month. All programs for 2018 are organized.

SOCIAL MEDIA COORDINATOR/PUBLICITY/PROMO REPORT (Meagan Friberg):

FACEBOOK stats from June 4 to July 1, 2018

Total fans: 444

Total followers: 419

Page views: 29

Reach: 750

Post engagements: 165

Facebook Post Promotion: June general meeting

Target: men, women, ages 18-65+, California

Run: 2 days

Cost: \$13

People reached: 531

Post engagement: 126

Photo clicks: 4

Post likes: 120

Comments: 1

Shares: 1

- I would like to do a monthly promotion about our general meetings if approved by board. Cost: \$13-25 depending on our budget, how many people we want to reach, days of promotion, etc.

INSTAGRAM

Followers: 116

The average amount of "likes" per post is 6

- I have switched our Instagram page to a Business page. No cost, just gives us better insight and more tools to help with promoting SLONW. For instance, if we want to pay to promote the page, or a particular post like we have done occasionally with Facebook, we will be able to do this.

*** Thanks to everyone who is actively engaging with the SLONW Facebook and Instagram*

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*pages – quite helpful ☺ Keep it up and help promote our writing club! ***

WEBMASTER'S REPORT (Janice Konstantinidis):

There is nothing to report this month.

SIMPLY CLEAR MARKETING & MEDIA REPORT (Jeannie Hundertmark)

Two stories were published in SC for June. A batch of four were sent to Theresa today. They have already sent this week's issue to print, due to the holiday, so it'll be another two weeks before a story appears... maybe.

CRITIQUE GROUPS/WORKSHOP COORDINATOR REPORT (Paat Gimer):

Nothing new to report.

MEMBERSHIP REPORT (Jim Aarons):

In the past month we had several lapsed memberships renewed and 1 new member.

CONTEST DIRECTOR'S REPORT (acting: Janice Konstantinidis)

Member contest entries are low. Interim director Susan Tuttle is ill and in hospital.

OLD BUSINESS

The board discussed procedures for bringing new volunteers onto the board, allowing certain functions to be performed by non-board members, and the handling of board emails and email voting.

A clarification was asked as to which emails/replies should be sent to multiple board members, and whether this treatment should be requested in the subject line of all emails. It was suggested that this designation would be optional depending on the relevance of the message.

A new and less costly SLONW PO box was rented, PO Box # 2986. New address stickers will be added to the existing brochures. Steve will print these. (See Treasurer report.)

PG&E has proposed that we become fiscal partners for the purpose of creating 24 high school scholarships to the Cuesta Writers Conference. This will involve no cost to SLONW, but the gifts will be in our name. The motion was moved, voted and adopted.

Dennis proposed the motion. Steve seconded it. The board was in favor.

It was proposed that SLONW should try out regular Facebook Boost advertising on social media for a period of six months at \$25 per month. This will be considered further. (See Social Media report.)

MEETING ADJOURNED: 8:00 pm