

SLO NIGHTWRITERS BOARD MEETING

August 7th, 2018

Meeting Date: Aug 7, 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, Programs Director
Steve Derks – Treasurer
Jim Aarons – Membership Coordinator
Pat Gimer – Critique Groups Coordinator
Meagan Friberg – Social Media Coordinator
Pat Gimer – Critique Groups Coordinator
Leonard Carpenter – Secretary

MEMBERS ABSENT:

Susan Tuttle – Education Coordinator.
Dennis Eamon Young – Photographer
Vice President

GUESTS:

Abi Aarons

MEETING CALLED TO ORDER: 6:35 pm

ACTIONS OR EVENTS OCCURRING SINCE THE LAST BOARD MEETING

An email vote resolved to provide the water bottles for the September Cuesta Writers Workshop.

PREVIOUS MINUTES PRESENTED

The July minutes were approved

PRESIDENT'S REPORT (Janice Konstantinidis):

The board discussed the matters below.

- Water bottles for CCWC
- Newsletter
- Silent Auction
- Contest

SLO NIGHTWRITERS BOARD MEETING

August 7th, 2018

VICE PRESIDENT'S REPORT

(Vacant)

SECRETARY'S REPORT (Leonard Carpenter):

The June minutes were approved with changes. The July minutes were approved. Steve Derks made the motion for both, Jim seconded. The board was in favor.

TREASURER'S REPORT (Steve Derks):

1) FINANCIAL STATUS FOR JULY 2018:

End of Current Month Bank Balance	\$950.25
JULY Income	\$524.80
JULY Expenses	\$253.68

2) DETAILED INCOME FOR JULY 2018:

Member Dues	\$418.44
Contest Entry	\$76.36
Book Sales	\$30.00

3) DETAILED EXPENSES FOR JULY 2018:

Bank Fees	Rabobank	\$0.72
Loan Payment	Steve Derks (5 of 10)	\$100.00
Rent	UCC	\$30.00
Website	Wild Apricot	\$90.00
PO Box	Change of Address	\$1.00
Refreshments		\$31.96

NEWSLETTER EDITOR'S REPORT (Vacant)

A note to let you that Lillian Cheney Brown our assistant newsletter editor, has stepped up to be editor for the foreseeable future. Susan informed me that she was unable to carry on in this role at this point in time.

Please send all your newsletter items to Lillian. lilliofslo@aol.com

SLO NIGHTWRITERS BOARD MEETING

August 7th, 2018

Welcome Lillian. I know you bring to the table a mine of experience and good ideas.

PHOTOGRAPHY REPORT (Dennis Young):

No report submitted.

PROGRAMS REPORT (Janice Konstantinidis):

I have had an offer from a new member to be the refreshments person. I am most grateful.

We need discuss how our September meeting will be conducted.

Our contest winners will be there to receive their prizes and to read their submissions. Susan may be kind enough to tell us of past evenings where this has been done. It sounds like it will be a great evening.

Janice expressed the need for a new program director. See new business.

SOCIAL MEDIA COORDINATOR/PUBLICITY/PROMO REPORT (Meagan Friberg): **FACEBOOK stats from July 31 to Aug. 6, 2018**

Total fans: 448

Total followers: 422

Facebook Post Promotion: July general meeting (with Jim Aarons)

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

Run: 2 days

Cost: \$13

People reached: 1,017

Women: 43.7% **Men:** 56.3%

Post engagement: 266

Photo clicks: 4

Post likes: 2

Comments: 1

Shares: 2

- 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: 123 (increase)

The average amount of “likes” per post is 15 (increase)

SLO NIGHTWRITERS BOARD MEETING

August 7th, 2018

- Our Instagram page continues to be a Business page. No cost, just gives us better insight and more tools to help with promoting SLONW.

*** Thanks to everyone who is actively engaging with the SLONW Facebook and Instagram pages – quite helpful ☺ Keep it up and help promote our writing club! ***

*** Abi Aarons has volunteered to assist with SLONW social media. Thank you Abi! ***

WEBMASTER'S REPORT (Janice Konstantinidis):

There is nothing to report.

SIMPLY CLEAR MARKETING & MEDIA REPORT

No report received.

CRITIQUE GROUPS/WORKSHOP COORDINATOR REPORT (Vacant):

The "Kick Start" Group met in Los Osos temporarily. It will likely resume as usual next month. There are no new groups.

MEMBERSHIP REPORT (Jim Aarons):

No current report submitted as yet.

CONTEST DIRECTOR'S REPORT

Janice announced 15 entries total, with the submission period ending today. Eight scholarships to CCWC will total be presented to First and Second Place contest winners. We are grateful to Ter Bayus for her continued support of SLO NW's

OLD BUSINESS

Susan is better but not yet recovered enough to edit the newsletter, and Lillian has volunteered to take over as editor, indefinitely or on a temporary basis.

NEW BUSINESS

It was voted to provide water bottles bearing the SLONW labels at CCWC. Since no swag bags are to be given this year, water bottles will be made available optionally. We will provide SLONW bookmarks & brochures too, not pens.

Janice expressed the need for a new program director who can devote more time and attract new presenters, possibly offering a speaker's fee (perhaps \$60) on occasions. Current funds for high-priced speakers from remote areas are not affordable.

Abbi Aarons was urged to join the Board to work with Social Media, etc.

MEETING ADJOURNED: 7:45 pm