

Minutes February 2018

SLO NIGHTWRITERS BOARD MEETING

Meeting Date: January 2, 2018

Time: 6:30 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

Susan Tuttle – Education Coordinator

Steve Derks – Treasurer

Leonard Carpenter – Secretary

Jim Aarons – Membership Coordinator

Dennis E Young – Ghost of Presidents Past

MEMBERS ABSENT:

Tia Araminta – Contest Director

Meagan Friberg – Social Media Coordinator

Pat Garner – Critique Groups Coordinator

Jeanie Hundertmark Submissions Manager Tolosa Press/Simply Clear Marketing & Media

GUESTS:

NA

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

Re: Board meeting location, it was suggested that officers may carpool or attend via Skype.

PREVIOUS MINUTES PRESENTED:

Steve Derks proposed that last month's minutes be accepted.

Jim seconded the motion.

The board agreed

The previous minutes were approved.

PRESIDENT'S REPORT (Janice Konstantinidis):

I am waiting to hear back from anyone who is competent to be our contest director this year.

So far, there have been no offers. If we can't find a director, we will not have a contest this year.

This would be unfortunate as I think the contest is a very good thing for SLO NightWriters.

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I'll continue searching.

I have finalized the booking and payment for our July meeting at the Grange Hall. As you will recall, we meet there each July because our usual venue hosts homeless people for that month.

Please see the treasurer's report for an update on our latest interaction with the bank, since we have been granted reinstatement as a nonprofit. We have been working on this matter again over the past several weeks.

Steve, as treasurer, is going write what needs to be done so that we don't fall short of the requirements again. This information will be found on the website he has created for board members to access. The information will also go towards the creation of a duty statement for anyone who takes over the position or treasurer in the future.

OLD:

Concerns about starting a new contest event for 2018.

VICE PRESIDENT'S REPORT: (Vacant)

NA

SECRETARY'S REPORT: (Leonard Carpenter)

Leonard is in place but will miss the February membership meeting due to travel.

MEMBERSHIP REPORT: (Jim Aarons)

TREASURER'S REPORT (Steve Derks):

The board has approved \$180 for printing of additional Tolosa Press anthologies, which expense should be made up by sales.

Bank Balance \$827 unchanged

Membership renewals are another anticipated source of revenue.

Net loss from last year's contest was approx. \$1200

The bank has restored our 501C-3 nonprofit status accordingly

CONTEST DIRECTOR'S REPORT:

(No contest director and no contest as yet.)

SOCIAL MEDIA COORDINATOR/PUBLICITY/PROMOTION REPORT

Meagan Friberg:

I had heard Facebook was planning to limit the "organic reach" of posts published by Facebook pages, but I didn't completely understand what this meant. After searching for articles online and

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checking with a few techy friends, I think this piece on boosterberg.com sums things up in an easy to read format. Here's the gist of it:

Organic Reach of Facebook posts published by Facebook pages has been steadily declining for a couple of years now. A sweeping change – the addition of a separate Explore Feed and segregation of all organically delivered Page Posts into this new feed – seems to be the reason why. This is understandable from Facebook's point of view: they are a business, and they want to maximize the profit their advertising model can bring. Organic reach, which for Facebook Pages is essentially free advertising, was driven down over the years, from 100+ percent of Page Fans all the way down.

What this means for Facebook Page Owners such as SLONW

- When viewing their normal Facebook Feed, users will no longer see any of our Page posts, it does not matter if they are SLONW page fans or not
- If users switch to the Explore Feed, they may see our Page posts there, similarly to how they saw them before in the main feed – but in addition to seeing the posts of Facebook pages that they liked, they will also see posts from other similar Pages that Facebook algorithm think they might like
- If we want to show our Page posts inside the regular Facebook Feed, we will have to use **paid promotion** and **boost these posts** – these boosted posts (ads) can be seen in the regular feed, same as before.

***Above information taken from article at <https://boosterberg.com/facebook-explore-feed-organic-reach-is-dead/>*

Please keep all this in mind with the SLONW Facebook Page. Here's where you can help!! Please "like" and also "share" any and all posts on our Facebook page to your personal Facebook page and/or author/writer/business pages. The more all of us "like" and "share" SLONW posts, the more people will see them and hopefully attend our meetings and become members.

FACEBOOK stats from January 9 to February 5, 2018

Total fans: 431 (Women account for 73% of our fans)

Page views: 58, up 81%

Page previews: 2, down 50%

Page likes: 9, up 125%

Reach: 1,0008 people, down 64%

Post engagements: 72, down 33%

New followers: 10, up 150%

INSTAGRAM

Followers slowly continue to climb; we are currently at 112

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Next Meeting Date: March 6, 2018

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The average amount of “likes” per post is 11

I am considering switching the account to a business account as this is supposed to help with more exposure. I will look into this a bit more and get back to all of you with particulars.

Again, please “like” and “share” the SLONW Instagram posts in the same manner as those posted on our SLONW Facebook page...to your personal Instagram account and/or author/writer/business account. The more all of us “like” and “share” SLONW posts, the more people will see them and hopefully attend our meetings and become members.

******Thanks all! Keep on writing!******

NEWSLETTER REPORT (Elizabeth Roderick):

NA

PHOTOGRAPHY REPORT (Dennis Young):

Dennis has available the scrapbooks of members’ Tolosa publications and could use help.

PROGRAMS REPORT (Janice Konstantinidis):

Most months’ programs are now filled for 2018

WEBMASTER’S REPORT (Janice Konstantinidis):

There is nothing new to report this month.

SIMPLY CLEAR MARKETING & MEDIA REPORT (Jeanie Hundertmark) (Meagan Friberg):

Story stats for January 2018

1 SLONW member’s story was published in Simply Clear in January. As in years past, the first publication of newspapers at the beginning of January is set aside for “Year in Review” stories, giving the opportunity for just one SLONW story to be published instead of 2 or 3.

4 SLONW members’ stories were submitted to Simply Clear in early January for publication consideration. This gives 2 months’ worth of stories for publication to allow some time for Jeanie to take over as SCMM Submissions Manager.

Welcome Jeanie!

Thank you for your dedication to SLONW and your willingness to serve on the board,

CRITIQUE GROUPS/WORKSHOP/CLINIC COORDINATOR REPORT (Patricia Gimer):

Two critiques groups were visited in January. NightWriter membership and General Meeting attendance were encouraged. Member feedback was elicited and issues addressed. Group descriptions were forwarded to our Newsletter Editor, along with updates and suggestions for streamlining the Critique Group section of the newsletter.

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OLD BUSINESS:

Concern about getting an early start on the contest.

NEW BUSINESS:

There is no longer a contest director.

Contest considerations:

In view of last year's deficit, should the prize amounts be scaled down?

And how can the advertising be improved?

Proposed Writer's Event instead – Theme: Eternal Youth

A meetup for all writers willing to create new essays, prose, or poetry. Maximum 500 words.

MEETING ADJOURNED: 7:40