

Approved by (10 attendees): TLJ, BMM, DRS, KP, MRC, DKH, KH, RL  
Reviewed by (Absent or Admin): JG

## Northwest Editors Guild

### Minutes for Board Meeting on April 10, 2023 - Draft for Review

#### Location

Online (Zoom)

The meeting was recorded and the recording is available on the Guild Drive.

#### Attendees

- Board Members (10): Rudy Leon, David Hicks, Tina Loucks-Jaret, Dawn Schuldenfrei, Megan Christy, Michael Horenstein, Laura Yoo, Kristy Philipps, Kristine Hunt, Barbara Merchant
- Quorum: Yes (4 required)
- Admin: Jen Grogan
- Absent (2): Lucy Vosmek, Mi Ae Lipe

#### 6:30 p.m. - Preliminaries

- Laura reviewed the [Ground Rules](#) for meetings in order to help optimize our communications with one another. Key takeaways:
  - Be prepared to contribute to achieving the meeting goals.
  - Stay on point and on time.
  - Respect each other's thinking and value everyone's contributions.
  - Attack the problem, not the person.
  - Close decisions and identify action items.
- There was some confusion about how to utilize the consent agenda. Board members are asked to make adjustments and contribute information to the draft agenda in advance of the meeting. If anyone has something they want to get time to discuss, they need to reach out to the secretary so that the items get worked into the timeline for the evening. The bullet point about adding items before we vote to approve is meant to address urgent topics that have just come up, or small points that won't require much time.
  - As an addendum, here are the descriptions of the roles and responsibilities for the [Executive Committee](#). Rudy made the point that it will be important for everyone to familiarize themselves with these roles as we think about how we want to serve on the board next year. We will also want to think about the President role, because the goal is certainly that next year we will have one, and that person would need to come from the current board.

## 6:50 p.m. - NW Editors Guild Award of Excellence

### **Provided by Tina Loucks-Jaret, RP Liaison**

- Tina has three nominees so far. She is going to accept additional nominees until April 14. Tina will then send out a survey for everyone to vote anonymously, and will announce who the recipient will be once the tallies are in.
- We need a presenter for Red Pencil where the award will be given out. Jen Grogan has volunteered to present, but will want a backup just in case.

## 7 p.m. - Red Pencil

### **Provided by Tina Loucks-Jaret, RP Liaison**

- “About the Guild” flyer is still needed. This will be a supplemental piece to the program.
  - David and Michael will tackle pulling this information together.
- After Red Pencil, Tina will be assembling a committee to determine whether any changes need to be made to the RP Coordinator role. Some adjustments might include making that person a member of the board. This committee will include the board, as well as some other RP-specific folks, and will meet after the conference is over. It will likely be some time in late June.
- Opening and closing remarks at the conference would typically be handled by the board president, but since we don’t have one we’ll need to have one or two people volunteer for that. Tina will help to facilitate recruiting people for that via email.
- Megan said that Michael S had reached out to her about RP being about \$3-6K under water. In order to cover catering, which is one of the more significant costs, we need to hit 190 for in-person registration. As of the first week in April they were at 159. They’ve cut what they can to close the gap, but Michael proposed the board cover the difference. As of the board meeting, there are 165 in-person registrations so there has been a small increase. The board voted to approve covering the gap.

## 7:15 p.m. - Bystander Intervention Training

### **Provided by David Hicks, VP Board Development**

- To ensure that people feel like they know how they should respond to an incident that might occur either in-person or virtually, the EC discussed having the board do some intervention training.
- David’s findings were relatively general, not specific to in-person or virtual, but the majority of presentations outline a variety of steps. David will plan to send out a selection for people to review. Then we can also include those links in the pre-meeting tasks for the next board meeting. We can include an agenda item where we can discuss what we learned, and how certain actions can be adapted to the Guild’s needs.

## 7:25 p.m. - Admin Updates

### Provided by Jen Grogan, Administrator

- We have 401 members. 30 new members so far this year.
- Jen reviewed the [analytics](#) for the blog, newsletter, and website.
- The Portland Book Festival is coming up on 11/4. Kris Ashley raised it to Jen, because she is interested in tabling there again this year. In the past it's been a successful event for recruiting members. It's \$615 (Jen thinks) for the table, and we should pay for volunteer passes. Jen is going to send out the details via email, so that we can decide whether or not to move forward with it.

### 7:43 - 7:48 p.m. - break

## 7:50 p.m. - Outreach Committee

### Provided by David Hicks, VP Board Development

- David found some relevant items in the Guild business strategy that Outreach could really help support. Primarily working towards obtaining Guild membership growth, reestablishing relationships with publishing organizations, and finding others that do documentation.
- David reviewed the different types of editing that the membership does to figure out which conferences might be the best fit, and he has begun to compile a list of potential conferences where we might want to table.
- Laura asked Rudy if she was satisfied with the direction that David has mapped out for Outreach before we vote. Rudy had some budget concerns, but typically committees are allocated a budget to manage as they see fit. If we decide to reinstate the committee, that will be the case.
- Michael asked what the difference is between the Communications and Outreach committees. Rudy explained that Communications talks to the Guild membership, and Outreach talks to folks outside the organization.
- David also talked to MariLou about the Speaker's Bureau. There have been some issues with it in the past, so if we were to move forward with relaunching that piece of Outreach, we'd want to determine what the parameters are.
- Kristine asked what the Speaker's Bureau does. Jen explained that we haven't had an active one since 2015, but it's when representatives go out to other organization's events to promote the Guild. They'll get on the agenda of someone's meeting, and show up as a guest to pitch the Guild. This could also occur virtually.
- The board voted to reinstate the Outreach committee.

## 8:10 p.m. - Strategic Plan

### Laura Yoo, Secretary

- Approach to determining whether something should be in-person or virtual. Rudy said that official Guild member events would be virtual so that everyone has the opportunity to attend. Member-led events could be in-person, but that would be something initiated and facilitated by members. Since Covid, there has been a dip in those types of events, but there's no reason why they couldn't occur more often if there was a need, and members who want to manage that.
- David recalled five or six folks who tended to help organize those in-person events. He wondered whether it would be worth reaching out to them. Jen said that the Near North group tried to go back to in-person, but no one showed up so they went back to virtual. Jim Thomson was a member who really wanted to initiate some more in-person events, so he might be a good one to reach out to. David said that he'd be willing to reach out to Jim, but will just do it as a nudge since member-led events should be organized independent of the board.
- Since a lot of the language around events in the SP is Programming committee-centric, the current language in the plan essentially captures the strategic goals there.
- Rudy asked about whether we want to include something about accessibility in the business strategy. We agreed simply adding "accessibility" to the fourth bullet point in the business strategy sufficed.
- Laura raised questions about the Volunteers section of the plan. Ivonne worked to provide resources to help people recruit the volunteers they need, but would it be more efficient to wrangle all the needs each month, and promote them in a variety of channels to give members options?
- Rudy questioned how much more we can do given that so many members already volunteer, especially in a RP year.
- The goal would be to try to meet the current needs more efficiently. Laura suggested that we do a check-in during board meetings to see what the needs are, to include a list of opportunities on the discussion board, maybe on the website, in the newsletter, and social media.
- Laura is going to craft some updated SP language around volunteers and share via email.
- Laura is going to reach out to David to update the plan with Outreach as well.

## 8:20 p.m. - Committee Updates

### **DEI Committee Updates, Tina Loucks-Jaret**

- The Board letter apology went out via email, but there has been no response since.
- Since the letter went out, DEI has taken a step back to reset and decide how best to move forward. [DEI Deconstructed](#) is a new book by Lily Zheng that the committee is reading to help develop an approach.
- Additionally, DEI contributed an idea for a member meeting speaker. Mary Colleen Jenkins is an accessibility professional who works at UW. She could speak on making your business more accessible.

### **Programming Committee Update, Rudy Leon**

- Rudy would love feedback on the ideas that she has in the lineup. She's going to pursue the DEI topic. She'd also like a technical editing idea.
- The committee will be programming for July, Sept, Nov, and March. Preferences, topics, speaker ideas are welcome.

## 8:30 p.m. - April Challenge

- If you're attending Red Pencil, be an ambassador for the Guild.
  - Have a conversation with at least three people you don't know, about their Guild experience. How long have they been a member? Is this their first Red Pencil? What kind of editing do they do?
  - Talk to those you *do* know about board service. Never too early to start recruiting!

## 8:40 p.m. - Closing Comments

- There's a new member meetup before the start of Red Pencil. Tina is attending, and can promote the board.
- Rudy let everyone know that Programming might go over budget a bit, so she'll be sending an email about that.

### Action Items:

1. David and Michael will develop the "About the Guild" flyer.
2. Tina will send out a survey so the board can vote anonymously on the excellence award recipient.
3. Tina will handle recruiting people for opening and closing remarks at RP via email.
4. David will be sending an email with links to bystander intervention training presentations for us to review before the next board meeting.
5. Laura is going to craft some updated strategic plan language around volunteers and share via email.
6. David and Michael can determine what their strategic goals for the year will be, so that we can update the strategic plan with those.

**The next Executive Committee meeting is scheduled for Monday, May 22, 2023, 6:30 to 8:30 p.m. for anyone who needs to get something on that agenda.**

**The next Board Meeting is scheduled for Monday, June 12, 2023, 6:30 to 8:30 p.m.**