

Approved by: **KP, PW, VP, RK, pz (12/18/2018), ED, MB, SC, JY, MS, BB**

Reviewed by (absent and admin): **JG**

Northwest Editors Guild Minutes for Board Meeting on December 10, 2018

Place: Phinney Neighborhood Center

Attendees

- Board Members: (1) Matthew Bennett, (2) Betsy Berger, (3) Sue Cook, (4) Elaine Duncan, (5) Roberta Klarreich (6) Valerie Paquin, (7) Karen Parkin, (8) Michael Schuler, (9) Pm Weizenbaum, (10) Jessyca Yoppolo
- Admin: Jen Grogan
- Absent: Christina Johnson, Polly Zetterberg
- Guest: Tori Smith

Preliminaries

Pm called the meeting to order at 6:30 p.m.
The **Consent Agenda** was unanimously approved.

Items for Action and Discussion

Red Pencil, Tori Smith (member)

- Tori summarized her December report ([here](#)) and asked a few questions ([here](#)).
DECISION: We agreed that Pm would send Tori's additional questions to the board via email.
- A few people on the seven-person conference committee will visit Bastyr on December 12. The Guild has not yet paid a deposit to reserve space, but Bastyr reps say they are holding our spot.
- The board directed her to not bother with the Continuing Professional Education idea.
- **DECISION**: Board agreed to limit conference size to actual max of 248 (physical seating capacity of the auditorium); not yet decided how many to register (figuring on a few dropouts).

Board Development, Valerie

- Valerie reviewed the slate of new board candidates and officers:

Officers (Executive Committee)

- President: Elaine Duncan
- VP of Board Development: Alicia Ramos (new to board)
- VP of Member Services: MariLou Harveland (new to board)
- Secretary: Erin Cusick (new to board)
- Treasurer: Michael Schuler

Members At Large

1. Matt Bennett
2. Betsy Berger
3. Alison Cantrell, volunteer coordinator for all committees (new to board)
4. Sue Cook
5. Valerie Paquin
6. Karen Parkin
7. Jessyca Yoppolo

- **VOTE**: The board unanimously voted in the proposed slate of officers and new members.

Communications, Karen

- Board members who are not committee chairs have until December 15 (firm deadline) to add comments for any "burning" issues (not typos) to the [2018 board handbook](#).

Board Development, Valerie

- 2019 board retreat: Sunday, Jan 13, 9 a.m. to 3 p.m., SPU. Agenda and 2019 board handbook will be sent in advance. Lunch will be provided. Participants are expected to have read the handbook beforehand—the retreat will not be a review of the handbook.

Operations, Michael

- **Draft budget**: A copy is [here](#). A summary of budget points is [here](#).
- **Goal for the proposed two-year budget**: Spend where it most benefits membership rather than profit making.
- **Base budget**: Michael emphasized that this is a base—not a fixed—budget. Concerns/ideas for expenditures and proposals can be worked in throughout the year.
- **Some items may change**: Example: Michael will look into hiring a bookkeeper but does not have a firm cost estimates yet, so the amount budgeted for bookkeeping may change. Also, the cost to switch to new membership model proposed by Jen (approx. \$50/month) will go in the budget.
- **Approval**: We might discuss the budget at the January retreat, but approval would happen at the February 2019 meeting.
- **Questions**: Sue asked: (1) Is the goal to zero out? Michael: Budget is intended to break even in a two-year cycle. (2) Should the board agree on an amount to take out of reserve as things come up? Michael: The budget is conservative but generally allows for spending \$1,000-\$2,000 a year from reserves. Reserves aren't considered in the existing revenue.

Rate survey, Valerie

- **Data summary**: Val sent data to prof in publishing program at Portland State University for analysis. Will talk soon with prof about student timeline and deliverables. Whether or not we actually use the data will depend on how solid it is.
- **Blog**: Pm has asked Christina to summarize the rate survey in a blog post. We could present aspects of the data in future blog posts. Karen added: Feb. 15 post date.
- **Member meeting**: Matt mentioned tying blog post to March member meeting. Pm added that it's a timing issue: It was announced that rate summary would be released to membership early in the year, so we shouldn't delay release in anticipation of a member meeting. Val emphasized that members are eager for rate info.
- **Response rate**: Fifty-one members participated in the survey. Michael suggested we offer a gift card as an incentive to participate in the survey next year, and add this expense to the budget.

Communications, Pm

- **Revisit committee restructure proposal:** Pm explained that the Communications committee is large and does loosely related tasks. The Executive committee recommends dividing the committees as follows: (1) Communications/Marketing committee for creating messaging elements (including marketing plan, editorial and design oversight), (2) Outreach committee for getting our message out to potential members and clients (including Speakers Bureau and presence at events, both tables and speakers).
- **VOTE:** The board unanimously agreed to split the one committee into two.
- **DECISION:** Pm will circulate a draft of the proposed separated Communications and Outreach POPs.

Communications, Sue

- **Branding and logo guide:** Jill developed a [Guild Logo and Branding Guide](#). She will add logo examples. Most members won't need it, but if a situation comes up, we can say, "Here is our policy."
- **DECISION:** We agreed to give feedback on the guide within a week (by December 17).
- **Graphic designer:** Sue reported that Mi Ae Lipe will provide graphic design services as we update and add various pieces. We need a streamlined process. So far Mi Ae is providing an hourly invoice, job by job. Sue suggested that the Comms committee, together with Mi Ae, logically work through the prioritized list of needs; she doesn't think estimates are needed.
- **Estimate needed?** Michael recommended getting an estimate in writing: not to exceed \$250 initially. It was agreed that Jen and Michael will talk with Mi Ae about process. Jen is fine being point of contact.
- Due to time restraints, further discussion was tabled until later (possibly an email discussion).

Programming, Matt

- **January 2019 member meeting:** Roundtable discussions based on genre/topic. Matt is proposing five tables, three rounds.
- **DECISION:** Matt will send a Google doc so board members can suggest topics/genres and sign up to facilitate. If more facilitators are needed, Matt will seek volunteers from the general membership.

Closing Items and Adjournment

- Karen reviewed the decisions and votes. The meeting was adjourned at 8:30 p.m.