

WOW Meeting Minutes

07/13/2023

Location - Folkmoot, Room A12

Present - Alice Adams (note taker), Becca Swanger, Betty Richardson, Carolyn Moncada, Ginger Galati, Jessi Stone, Katie Vanderpool, Mary Ann Lawrence, Melissa Helmer, Pam Schiavo, Patty Michaud, Robin Lax, Sarah Bixenman, Savanna Rickman, Sam Edwards, Shirley McKinney and Whitney Burton. Guests: Melissa Rhoades (friend of Shirley).

President's Report: Becca led the meeting.

Betty recited the WOW mission.

Becca welcomed Betty, guest Melissa (a friend of Shirley's) and new member Robin, who gave a brief introduction.

Becca discussed the recent Board retreat and discussed the main areas of focus, as follows:

Calendar

Maintaining a calendar and availability to members. Becca provided hard copy calendars to those members wanting one, with color coding noting various events (i.e., fundraising events, social events, partnering with other entities). A hard copy will be passed out at the first meeting of each month.

SWOT Analysis (Communication and Committees)

- Communication -
- Members listed strengths as socials, Stealth Program, intranet (bridges the gap), diversity of membership
- Members listed opportunities as better communication and collaboration, not focusing on too many things, promoting WOW, publish a quarterly newsletter (for the public), get more followers, more community partnership

Committees - Information regarding updates to committees was provided, as follows:

- Membership & Morale - Carolyn and Melissa H., Co-chairs
- Communication & Public Relations Alice and Mary Ann, Co-chairs
- Community Outreach - Ginger, Chair
- Fundraising & Logistics - Jessi, Chair
- Calendar - Amanda H., Chair

- (The Financial Committee was absolved with the Board assuming those roles and Ginger remaining Treasurer)
- Members were asked to provide their first and second committee choices, to be sent to Alice no later than July 20 (email: tampabayaaal@gmail.com or text: 727-480-7371)
- A minimum of five members is needed for each committee (will allow more structure and uniform committee numbers)
- There will be a Board member presence on every committee (will have a point person on each committee)
- Committee choices will be solicited every summer
- Committee chairs will submit a calendar for the upcoming six months (will allow the group to look at things better, not overreach with events). The first calendar (July-December, 2023) is due from Committee Chairs to the Board on August 17 (second meeting of the month)

Carolyn asked how to ask for an increase of the Membership & Morale budget and was advised to submit a proposal to the Board by July 26. She also asked about sharing pictures of events and the publication of WOW articles was discussed, with these articles being shared with the public as well as on the intranet. All agreed that writing about social events and adding pictures as well was a good idea. Also, that cross posting our information would be good (social media sites, etc.). We need to find out who is not on social media and if a class on accessing the intranet would be a good idea.

Alice and Mary Ann provided an update on new member information paperwork. New members will be provided with a new member letter from the Board President and copies of the Bylaws, Committees (with descriptions) and calendar. Sam is working on updating a mentor checklist. The new member application is now available online and they will be asked if they prefer a hard copy of their new member paperwork or to receive it online.

A new member packet will be brought to the next meeting for members to see. Melissa H. suggested that new members be given some sort of WOW item as a welcome gift. Members were asked to email the Board with any suggestions relating to this.

Sam suggested an after action follow up (which can take place at a member meeting) after a fundraising event to see what, if anything, was needed or missing and to gather feedback in general. Members agreed this was a good idea.

Becca provided information as to dates of Board meetings. An in person meeting will be held the Wednesday of the week before the first meeting of the month and a Zoom call will be held the Wednesday before the second monthly meeting. Mary Ann, as the At Large Board member, is the primary Board point person for members, however, any Board member can be contacted with a concern, issue, etc. In addition, Committee Chairs and members can request to attend a Board meeting at any time if there is an issue to be discussed. Becca said having the Chairs attend a meeting on a quarterly basis will be discussed.

Treasurer's Report: Ginger reported that as of June 30, account balances were as follows:
Checking \$8,726.20* (*\$1,000 outstanding check for Feeding the Multitude not included)
Savings \$3,238.27

Ginger provided a closeout of the FY 2022-2023 budget and passed around copies of this budget and the FY 2023-2024 budget (stating it can be tweaked). We went above and beyond in fundraising this past FY, mainly due to the Mardi Gras Ball. Katie asked if the members can get a copy of the budget before the meeting, can it be put on the intranet? Becca said that would be discussed by the Board.

Ginger reminded all that membership dues are \$30 and due July 1. After July 31, a \$5 late fee will be charged. Dues can be paid online (\$1.50 added for processing), in person to Ginger (cash or check - contact her to find out where/when) or by mail to WOW, PO Box 621, Waynesville 28786.

Ginger advised that WOW has paid for a booth at Folkmoot International Day on July 29 at which we will let the public know about the group, solicit new members and sell WOW swag. This is a direct result of members stating in the SWOT Analysis that we need to make ourselves known as more than the "calendar girls". A sign up sheet was passed around (and posted on FB following the meeting) for volunteers to man the booth.

Members voted yes on providing \$500 to a Stealth applicant who needs assistance with a rent deposit.

Members votes yes on providing \$1,000 to sponsor Haywood County Habitat for Humanity Women Build. WOW will be volunteering on October 14, details to be provided.

Other Business

Becca advised that that the calendar cover group shot, "Calendar Girls", will be on July 23, location to be determined. Also, she reminded members about selling ads. Pam asked about the remaining calendar shoots and some members stated that more information in general was needed. Jessi said she will look into it.

Jessi provided information on an opportunity to sponsor an eight-year old girl for a scholarship to Legacy Dance Center. She provided information as to the different levels of sponsorship. No vote was taken. (A majority of Board members voted to provide \$350 for the scholarship on July 14).

Katie provided information on the Back 2 School Bash on August 27 at First United Methodist Church. Unlike prior years, school supplies will be set up in a tent at FUMC for people to pick up. They are in the process of creating a sign up for school supplies (in increments of 50). Katie

will provide a proposal to the Board by July 26 for WOW sponsorship. Katie will also provide more information at the next meeting, to include volunteer opportunities.

Robin asked how many stockings have been made (in relation to our partnering with Feeding the Multitude on Bowdy's Winter Wonderland) and if she and Cheryl are the only people sewing. Pam said she's sewing. I said we don't have a count and explained we're focusing on the toy drive this month. Also, that WOW is not the only entity partnering with FTM and there are others sewing outside of WOW. Becca asked for Cheryl (who was out of town at the time of this meeting) to provide an update at the next meeting (she has been contacted to do so).

Diane Henderson, a friend and former WOW member, has cancer. A card for her was passed around to sign. The card will also be available at the meeting on August 3.

With no further business, the meeting was adjourned.