

HYP 2021 Board Planning Meeting Agenda

January 3, 2021

3:00 pm - 5:00 pm Zoom

Re-introduction

- All Board Officers Re-introduced themselves:

Carissa Beckwith - President

Alyssa Sorenson -Acting VP/former President/Special Advisor to the President

Grace McGrath - Social Media Chair

Eric Dietrich - Treasure

Kellie Ashby - Business Outreach Chair

Kyle Joyner - Secretary

Haley McKnight - Marketing Director

Jillian Uselman - Events Chair

Chandler Rowing - Public Services Chair

Matthew Paulson - Professional Development Chair

Breena Buettner - Public Relations Chair

Recap of 2020 HYP Events/Highlights/What went well

- Willard Creek Hike and Bonfires - shared by Kyle
- Eddie McCure and Scratchgravel hikes - shared by Julian
- Trivia and Mafia game night - shared by Eric
- Increase in online views/followers - shared by Grace
 - Instagram
 - Website
- Covid didn't kill HYP's events

Improvement of events/organizational structure

- Increase in businesses on the membership chard - shared by Grace
- Organization of events - shared by Julian
- Communications group chat consolidation - shared by Grace
- Getting things in earlier - shared by Alyssa
- Understanding of operating systems assistance - shared by Kellie
- Better deadlines for monthly financial reports - suggested by Eric
- Effectively communicating with HYP Staff by HYP President (Carissa)

Membership Update - Presented by Kyle

- New membership update/renewals as of December 31, 2020 = 20 members
- Former President Sorenson noted that such had been higher in previous years, but she expected that might increase during forthcoming future events in January.
 - New membership signup/renewal is low due to pandemic

2021 Budget Report - Presented by Derick

- Eric discussed current budget and future budget projections
- Currently \$3,100 in current budget reviewed by Carissa
 - Current expenses categories were discussed.
- Money could be saved on expenses if HYP were considered a non-profit - shared by Grace and discussed by Board
- Julian proposed and discussed prospective trips if the funds allow: Rafting, Hot Air Balloon
- Spending strategies were discussed,
 - Post President Sorenson suggested a strategy for ensuring that there should be 1K in the end of year budget while also not being too frugal in spending over the course of the year.
 - In March 2021, the budget/spending plan will be revisited by HYP Board
 - Rebranding of new membership cards, current projected cost for overall is projected at \$200
 - HYP Banner and pricing therefore was discussed, projected cost ranges from \$150-300 plus artian expense was discussed by Matthew
 - Online ad costs were discussed
 - If an ad is created on facebook or instagram, a duplicate automatically creates on the other platform (facebook/instagram)
 - Non-members vs. members cost of events were discussed
 - The value of the HYP Membership Card was discussed, around several hundred dollars in value
- The initial 2021 Budget was voted on:
 - Derrick made motion to adopt the budget, Seconded by Grace
 - 2021 Budget was passed with unanimous consent
- Reimbursement process of expenses were discussed

2021 Events

- **Recent December Event Recap**
 - Alyssa: HYP Mix(ology)
 - Carissa: HYP - Christmas Tree Hunt
 - Kellie: HYP Ornament decoration
 - Jillian: HYP Hike: Mount Helena
 - Future events to be changed into hikes (weather dependent)
 - Kellie - HYP Trivia night
- **Membership Month - Push Membership amongst non-members**
 - Carissa: Bonfire: 01/08/2021 5:30pm
 - Emily: Virtual Yoga: 01/05/2021 6:00pm
 - Alyssa: Conflict Resolution (professional development) via zoom: 01/26/2020 6pm
 - Alyssa: Hike (Members Only): Rodney Ridge: 01/17/2021
 - Carissa: Ice skating: Cancelled

- Chandler: Point of Entry Survey: 01/28/2021 5-9pm
- Grace: Card Promotion
- Breena: HYP Newsletter, Blogg and Card Image
 - Suggested expanded members page beyond the board members as to better get to know the HYP members.
- **Upcoming Events**
 - Carissa and Breena: Palentines Day: February 15 - Possibly online, if so small fee or free for members and non-members would pay small to higher amount.
 - In-person indoor events location and numbers were discussed
 - Events Center \$200 to rent the location for 16-25 people
 - Would charge members and non-members
 - Prospective Movie night in March
 - Snowshoeing: free or discounted rental/paid for by HYP in
 - Bonfire (Members only) - February
 - Homeownership Meeting (free for Members and Non-Members alike) - February
 - Legislative Session: Inviting younger legislators to come and talk to HYP about how to become legislators and or politically engaged.
 - Scheduling of such was discussed
 - Prospective Events:
 - Kellie: Library/HYP: Read and Walk/hike
 - Kyle: Wine tasting
 - Alyssa: Montana Leadership
- **Survey Results**
 - More hikes
 - Snowshoeing
 - Happy hours
 - Trivia
 - Bonfire rated the highest
 - Sledding rated the 2nd highest
 - Carissa: no-armed events: clay pigeon shooting
 - Other ideas were discussed

Communication

- Loft Yoga Event is trending popular

Marketing Plans

- Website update was discussed - Breena
- Rebranding efforts
 - Prospective merchandise: hats, stickers, buffs (neck bans), tote bags
 - Matt: Getting a quote for stickers/labels/bumper stickers
 - Decals to sponsoring businesses
 - Prospective/future storage units for HYP merchandise

Business Outreach

- Welcome Wagon: Businesses and work with HYP will buy a welcome box that would serve the dual purpose of promoting Helena and HYP with new hires who are new to Helena for designated businesses
 - Membership promotion for non-welcome wagon employees
 - Organization of rollout of such was discussed
- Sponsorships and donations: Non-currently

Vice President & Election Process

- **Currently there is no VP**
 - Alyssa is filling this role as the previous president as VP/Special Advisor
 - Search process is ongoing
 - Nominations are requested, hopefully his post will be filled by March for the remainder of the 2021 term.
 - VP serves a one year term

Next HYP February Board Meeting: February 2, 2021 at 5:30pm via zoom

- **Proposed that future board meetings be on the 1st Tuesdays of every month.**