

Board Meeting Notes 8/5/13

Day of Meeting: Monday, August 5, 2013 7:00pm
4759 15th Ave. NE at Seattle Choral Company office, 7–9 p.m.

Present: Helen Townsend, Kyra Freestar, Elizabeth Johnson, Mary-Colleen Jenkins, Waverly Fitzgerald, Rich Isaac, Amanda Vail, Andie Ptak, and Adel Brown (via iPhone). Vicki Grayland and Carrie Wicks were unable to attend. Kate Rogers has stepped off the board.

Approval of last board minutes: via Google doc. The minutes have been ratified, accepted, and sent to Toddie to post to the listserv. A note from Kyra: The minutes are located in the members only portion of the website. Toddie thought we did not want general membership to see them, but we would prefer to be transparent. Because it will be hard to make the minutes immediately visible on the site, we will send members a link via the listserv. Amanda says we can check to see if people click through to view it.

Addition to the agenda: We will not have the Seattle Choral Company office available for board meetings after December; board members can think about spaces for next year. We have been doing this for a trade—a couple of hours a month of editing services. Amanda says we may be able to use the community space at her apartment complex in the Central District. She'll look into it.

Red Pencil in the Woods Update:

Elisabeth Rinaldi (ER) has stepped up to be the conference coordinator—there has been much visibility on FB, the website, etc. Overview of where we stand to date:

- Programming is finished, and the brochure went live on the website today. There were a few issues putting it on as the postcard was already in its spot. It's not necessarily the best setup but the most doable at this point.
- We canceled one \$1,400 coffee service and deleted the meat option from lunch, reducing total cost from \$4,450 to \$3,647.
- Still working on liability insurance: Kathleen S.

Publicity:

1. Postcards are printed. We had decided not to print a brochure to be mailed. Instead we are making postcards available for members to disperse. There is a list of places we have determined to leave postcards. ER will work to get the word out. Invoice for postcards and brochure of Jason Petz was given to Waverly.
2. Rich Isaac has been updating Facebook. Amanda Vail set up the Twitter account. Amanda, Kyra, and Mary-Colleen will tweet.
3. Email went out to all Guild members and everyone on our PR list.
4. The brochure is on both the web and Brown Paper Ticket sites. It will be posted later this week to the listserv. We could all email all our contacts and colleagues links to the full brochure.

5. ER posted to her alma mater. We can all reach out on a personal level; e.g., ER mailed Kirkus Review to see if we can reach their editors.
6. ER backs up whatever Rich does on FB with a listserv post to mirror the message.
7. Christy Karras is working on a press release to magazines mid-August. Weeklies and radio stations will be contacted in late September.
8. KUOW's pledge drive starts Oct. 11. They are sending out email notification midAugust for volunteers: 4hr shifts/6 people get a minimum of two onair recognitions. The drive takes place in the UDistrict. It definitely reaches our target market. Kyra has done this and said, "It's really fun. People are in a really good mood and the on-air personalities are looking for things to say, so would be likely to promote the conference." Elisabeth noted, "You don't have to sell or upsell; you just answer the phone and take the pledge info."

Discussion: We'll pick two time slots and put it on the listserv and FB to solicit members to volunteer. We'll need someone to head the team, select the dates, and organize the volunteers. Would this be a volunteer opportunity? Should Mary-Colleen keep track of this? She will collect the names, but will tag someone else on the board to send out reminders, etc. ER will touch base with MC. October 7 is next board meeting.

Questions on the budget:

1. \$81.81 in the black right now.
 2. Initially there was \$150 allotted to host a dinner with Alan Rinzler; this got reduced to \$50. ER asked if this amount was realistic. There are a number of different ideas. Someone on the committee will host something at their home—wine and cheese?
 3. Waverly asked about the budget and the income goals: Are they realistic? ER notes they are using the 2011 attendance numbers to determine income. The realistic net profit is about \$6,000. Original budget had been \$10,000, but that was optimistic. Kyra noted that we did pass a budget estimating a \$9,000+ profit, but a more conservative estimate is running about \$6,000.
 4. Kyra made a motion to give the conference committee chair the ability to move line items around, without having to run everything through the board. Amanda seconded. All approved. The chair can come to the board and ask for more money if needed.
 5. ER will add in the reception for Alan and the printing cost on the brochures.
- The question of finding overnight stays/rooms for Portland members came up. It was decided we would offer, "Let us know you're coming and want to connect with someone to stay with."

BREAK

Red Pencil in the Woods Update (continued):

The board discussed the idea of compensating the committee chair (Elisabeth Rinaldi) for taking on the responsibility. The board informally voted in favor via Google doc and we need to ratify and determine the payment. Helen would like to pay half now (\$750) and \$750 on day of the conference.

Waverly pointed out that this will add \$1,500 to the existing conference budget. Objections were asked for. Questions included: Is it tied into how the conference does financially? Are the other

conference committee members aware of this (since it was originally announced that all would be volunteers)?

Rich (also a conference committee member) noted, "They know Elisabeth is in charge, but do not know that there is a stipend." Helen noted: "Lessons have been learned about communication."

Amanda suggested the message, "This is something we believe should happen with every conference and that the role is a very necessary one, and the compensation barely covers the time the chair spends."

Helen: "We doubted we could find anyone to step up without a stipend." The board should send a message to the conference committee that it became extremely clear that we needed someone to take on this role. Helen said she'd be happy to write the letter.

Helen moved we compensate the chair as discussed. MC seconded it. All in favor.

Kyra moved that we agree to add \$1,500 to the conference budget to cover this expense. Waverly seconded. All in favor.

Member Outreach:

Kate Rogers has asked to be released from the board as she does not have the time with her other commitments. Helen thinks she would be a good addition to the advisory board for her parliamentary and board experience as well as her publishing contacts. Waverly moved that we offer Kate a position on the advisory board; Elizabeth seconded. All in favor.

A member of a Twin Cities editors group has asked if we would share a hard copy of our bylaws with her so that they could start a similar group there. No objection. Helen will do that, though we will not send a copy of our handbook.

Mary-Colleen announced that Andie is hosting the Guild potluck on Sunday, Sept. 8, from 4–7 p.m., and that she would like an assistant. Kyra suggested we get someone from the lists of the potential board members. Most board members will arrive early and be able to help with greeting.

Review of the PNWA annual conference participation: Should we do it in 2014? Mary-Colleen suggested only if we negotiate to get a "killer deal" on the table (swap proofreading for the table and an ad in the program—Elizabeth mentioned that she and Carrie put in over 16 hours of proofreading). Maybe we should try to get two panels: Why do you need an editor? and Why should you pay for editorial services? Our competition there is independent publishers that offer cheap rates. We definitely need to educate authors about the value of professional editing services. Elizabeth had two authors contact her who heard about the Editors Guild at PNWA. Kyra got great response to the member directory on the website when she showed it to people.

A discussion followed about developing a relationship with Writer.ly. Comments included: They offered to share their table at Wordstock. They have good intentions but do not seem overly knowledgeable about professional editing services. Helen is not sure if it is in our interest. This crystalizes the Guild message. We agreed to continue this discussion later.

Mary-Colleen contacted some new Guild members to see if they would host coffee hours for other new members. She is working on a Communication Plan for the Guild and hopes to have it in time for the October meeting. She is creating the overview to discuss general ideas and best practices. Amanda and Rich are working on guidelines for individual social media platforms. She will try to have them for the October meeting. Written information was handed out.

Treasurer's Report:

Waverly has an updated financial report showing the actuals as of August that includes the entire budget for the Guild, not just the conference. There is nothing out of line. Toddie's salary is going to exceed the budgeted amount to \$2,500. She also has money allocated in the conference budget (\$500). There are some items in the budget that we have not done yet: board members taking workshops and a board retreat. Waverly will post it to the Google docs. "We have spent more than we have taken in this year, but expect the conference to add back into it. Membership dues for 2013 collected in December 2012 got counted as 2012 income as we operate on a cash budget. We may want to change that at some point.

Directors & Officers (D&O) insurance approved. Waverly thanked Vicki for finding us a more affordable option.

Other Business:

Amanda would like to find someone interested in taking over the website portion of the social media committee for the rest of this year and/or next year. The board lauded her efforts in getting the website up and running; all are pleased with the final product despite the need for occasional tweaks. We will ask potential new board members if they are interested.

Waverly needs someone to act as facilitator for the November meeting as she will not be able to be there. Amanda volunteered. Kyra will be back up. Waverly will get the info to Toddie for the announcement on the listserv.

Who will work on programming for next year? Elizabeth thinks we may get some ideas from the conference and the exit survey. A small group can discuss this in November. January meeting will stay the "show and tell" format; we will alternate the roundtable format on the offconference years.

Client Outreach:

Do we want to have a table at Northwest Bookfest? 2013 Discussion: EFA had a table last year. The event was good and well attended. This year, it is held on Nov. 2, the weekend after our conference; it will be hard to get volunteers. We will have a panel: "How (and When) to Work with an Editor: Building Strong AuthorEditor Relations for the Digital Publishing Age." Kyra suggests we skip it this year. All agreed.

AWP—February 2014: Elizabeth is leaving the board in October at the end of her two-year term, so someone else needs to head up organizing our presence at AWP . We have purchased a table, where we can have our "Ask the Editor" display. We will also have a Guild presentation; one of the panels we proposed was accepted, thanks to the work of Beth Jusino. Mary-Colleen is compiling a list of people willing to staff tables at events. Waverly has a list of people.

Closing: Kyra planned an activity to engage our brains and spend the rest of the meeting "doing something fun." Adel signed off. Kyra asked that we walk around, stretch, and collect our thoughts, and then talk to others about where we think the Guild is going to be five years in the future.

Next board meeting is scheduled for October 7, 2013, at 4759 15th Ave. NE at Seattle Choral Company office, 7–9 p.m.

Minutes respectfully submitted by Andie Ptak