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## Board of Directors Meeting Minutes

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January 12, 2016

*Location:* Albany Law School

*Present:* Natalia Bausback (Finance), Stephanie Brown (Communications), Tara Curley (Member Services), Emily Ekland (Marketing), Michele Endries (Membership Recruitment), Liz Gaudet (Golf Programs), Annette Kahler (President)

*Absent:* Emma Maceko (Events)

Key: → = follow-up item  
\* = vote

### Agenda

#### 1. Approval of December 2015 minutes

\* Vote to accept: Motion, Endries; second, Gaudet. In favor: unanimous.

#### 2. Donations

The Board discussion continuation of the chapter's program of year-long collection of donations to a selected charity. The 2015 gift to the Northeast Regional Food Bank totaled \$320. This year other charities will be considered.

Also, members who earn volunteer rewards will be given the opportunity to donate them to the annual charity target as well as redeem them for chapter events. Volunteer rewards from 2015 still outstanding at the end of 2016 will be donated to the target charity.

→ The February chapter newsletter will include an item soliciting member nominations for target charity.

The Board discussed a chapter memorial donation in honor of Richard Maceko, father of Board member Emma, who passed away suddenly on December 29. The family has requested that donations in his memory be made to the Finger Lakes Boating Museum:

<http://www.steubencourier.com/obituaries/20151231/richard-d-maceko>

\* Vote to make \$100 donation: Move, Endries; second, Ekland. In favor: unanimous.

#### 3. Financials

The chapter ended 2015 with net income of \$2,414. Bausback and Kahler presented an updated draft budget for 2016. After further revisions, Board members will vote online on budget approval late in January. Significant changes and explanations include the following:

- The chapter Sponsor budget was set at \$2,500; 2016 actual income of \$3,250 included a one-time major sponsor.
- Leadership funds, used primarily to subsidize member attendance at National events, are all derived from 50/50 raffles throughout the year and are difficult to predict. The

current budget adjusts the timing of collecting and budgeting this money, so that actual 50/50 income in 2016 will set the 2017 Leadership budget. In the meantime, \$1,874 in unspent 2015 50/50 income will establish the 2016 Leadership budget floor.

- About \$600 in 2014 volunteer rewards went unused in 2015. Members will be able to “roll forward” these unused rewards into 2016, and will be encouraged to use the rewards toward the kick-off event fee. Future unused rewards will be allocated at year-end to the annual charity target, as discussed above.
- The League budget no longer includes funding for the autumn League Challenge, and league prices to members will lower accordingly. The budget for the spring league orientation event will be capped at \$10/person, totaling about \$1,700 based on historical attendance.
- Board members held an initial discussion of alternative formats and funding for the League Challenge, including the likelihood of opening the scramble-format event to all chapter members.
  - ➔ Further discussions about the League Challenge will be held.

#### 4. Membership

The Chapter has 220 members: 2 new, 5 lapsed, 2 renewals. The Board agreed it would be valuable to have chapter business cards printed cheaply for handout when Board members meet potential chapter members.

➔ Endries will look into Vistaprint options for chapter cards.

Member services: Curley reported that three topics are coming up regularly in her conversations with new members: social and networking opportunities; ability to bring non-member guests to events; and availability of online discussion groups for golf information such as teacher recommendations. Board members discussed the potential for using the chapter’s Facebook and LinkedIn pages for interactive conversations, as an alternative to setting up the available web site function.

Member survey: Chapter members were last surveyed in 2011. A subgroup of Board members (Kahler, Brown, Curley, and Gaudet) will work with former President Mary Ann Keeler to tap her professional expertise in designing and conducting a new survey that will inform policy-making and activity planning for the remainder of 2016 into 2017.

#### 5. Events

Kahler updated the Board on planning for the Spring Kick-off event March 22 at Normanside Country Club. The target price for attendees is \$35 and the event theme will be “Getting to Know You.”. The chapter will have tables covering signup for leagues (Gaudet), handicaps (Michele Walls), and membership (Endries).

➔ Ekland will reach out to past vendors and chapter sponsors about participation.

Other upcoming events were reviewed briefly, including Winter Golf, February Happy Hour, and the Bowling Blast.

#### 6. Marketing

Ekland reported her current focus is sponsor recruitment. Brown suggested that the ability to present a logo/web site link on the chapter newsletter, as well as web site, could feasibly

be added as a sponsor reward.

7. Leagues

Gaudet reported that, in reaching out to 2015 league captains, she has learned that about half of them are willing to continue in the job. The League Meet & Greet is tentatively scheduled for the third week in April.

→ Leagues will be a major topic at the February board meeting.

8. Communications update

Brown reported that event communications via Constant Contact are going smoothly; the new newsletter format has been well received and has strong email-open rates; and her next major challenge will working with Gaudet to ensure a smooth league signup process.

9. Chapter Playbook

Kahler is working on the draft, using the “value for members” theme.

10. Next meetings

Tuesday, February 6, at 6 pm at Liz Gaudet’s home. The March meeting is tentatively set for Stephanie Brown’s office/home.

\* Vote to adjourn: Motion, Endries; second, Gaudet. In favor, unanimous. Meeting adjourned 8:54 pm.