



Board of Directors Meeting Minutes

February 13, 2018 5:30pm

Location: Home of Stephanie Brown

Present: Natalia Bausback (President), Stephanie Brown (Communications), Michelle Burton (Golf Programs), Michele Endries (Membership Recruitment), Julie Naglieri (Marketing), Christine Kelly Powers (Member Services), Katie Vitello (Finance)

Absent: Emma Maceko (Events)

Key: → = follow-up item

* = vote

Agenda

1) Minutes

* Vote to accept January minutes: motion, Endries; second, Naglieri. In favor: unanimous.

2) Social Events

Maceko reported that the February happy hour at The Rusty Nail that was scheduled for February 7th was postponed due to a snowstorm and has been rescheduled for February 21st. March happy hour at City Beer Hall is scheduled for March 7th. Jen Shoemaker has agreed to run the Bowling Blast on March 10th.

Nancy Wolff has agreed to chair the Spring Kick-Off. The full committee is still being formed. Maceko and Wolff have an initial meeting scheduled to begin the planning process. The likely date and location for the kick-off is Tuesday March 27th at Troy Country Club. No postcard will be sent out announcing the kick-off this year.

3) Golf Programs

Burton reported that leagues are scheduled to begin May 1st. The League Meet & Greet will likely be held either the weekend of April 14-15, or the weekend of April 21-22. It was discussed that a Saturday is preferable to a Sunday, and that it would be nice to have the option to play golf after the luncheon. Burton plans to hold the captains' meeting the same day as the Meet & Greet. Endries has agreed to run the Meet & Greet again this year.

Burton has agreed to serve as the Chapter Championship director. The deadline to submit our course selection to EWGA National is March 15th. Board members discussed possible courses that might be suitable to hold the event. The date for the Chapter Championship is flexible; it just needs to happen by August 11th. Burton plans to hold it in June or July.

Burton is also working on getting a date established for the Thruway Challenge.

4) Finance

Vitello raised the question of whether it might be possible to provide discount codes for members to use to redeem Volunteer Rewards. PayPal does not provide this functionality, but Constant Contact does. Currently, to redeem Volunteer Rewards, members must select “Pay by Check” when registering for an event, then mail a check to the PO Box for the reduced amount (or bring the check to the event). Discount codes would enable members to pay the reduced amount directly on PayPal, which would decrease administrative workload. It was noted that various discount codes would need to be created, since Volunteer Rewards are given in several denominations (\$5, \$10, \$15, etc). It was noted that Volunteer Rewards are generally used at only three events (Kick-Off, Annual Dinner and the Holiday Party) so it would be feasible to set up discount codes for these events and provide them to members at the time of registration.

→ Vitello will obtain the list of 2017 Volunteer Rewards from Powers and provide Brown the applicable discount codes to use for kick-off registration.

5) Sponsorship

Bausback briefed Board members on her discussion with Ashley Nelson, Director of Partner Relationships for EWGA National, on a \$1,500 Guardian Grant opportunity. The grant is being offered to select Chapters. In return for a \$1,500 sponsorship, Guardian would be allowed quarterly speaking opportunities at Chapter events, be mentioned in a Chapter newsletter six times per year, be given quarterly on-site access to vendor tables to network with members at Chapter events, be provided a year-long banner advertisement on the Chapter website and be mentioned four times on Chapter social media (presumably the Chapter Facebook page). EWGA National suggests using the \$1,500 sponsorship revenue as follows: \$500 toward membership recruitment, \$500 toward rebranding costs and \$500 toward gifts (such as a Chapter Championship trophy).

Board members discussed the idea and agreed that more information was needed, particularly as to whether this would be an exclusive partnership and whether the benefits to Guardian were negotiable.

→ Bausback will follow up with EWGA National regarding our questions.

Brown noted that we could use what Guardian is offering to set up sponsorship packages that could be offered to anyone. We have members who might be interested in buying a sponsorship for themselves (insurance, financial services, etc). We could offer them tiered sponsorship opportunities.

Naglieri agreed that we should revisit our sponsorship levels. She also reported that Recovery Room and Saratoga National haven't renewed their sponsorships but are still displayed on our Chapter website as sponsors and should be removed if they do not renew. Endries agreed to reach out to Sarah Quinn at Recovery Room to follow up on renewing their sponsorship. *(Recovery Room subsequently renewed their sponsorship at the Birdie (\$450) level.)*

6) Membership

Endries reported that EWGA National is offering our Chapter two free memberships for candidates who would be able to promote the organization through their contacts. These would be for new members, and this offer is separate from the complementary renewal memberships our Chapter sometimes raffles off at kick-off. Endries has several possible candidates in mind

and asked Board members to submit any candidates they can think of by the end of the month. Board members discussed possible avenues that might be used to identify candidates.

→ Board members to submit potential candidates to Endries.

7) Communications

Brown noted that Board members other than herself should have access to the Chapter Gmail account in case she is not able to check it for an extended period.

→ Brown will send the Gmail login info to all Board members. Board members who respond to emails should file them in the appropriate folder rather than leaving them in the inbox.

→ Brown will also make all Board members administrators of the Chapter Facebook page so that we can approve pictures or other content that is posted to the page.

8.) Board Meetings

Next meeting is Tuesday, March 13th at Burton's house. Future meetings are tentatively scheduled as follows:

- Tuesday April 10th at Powers' house
- Wednesday May 9th at Brown's house (during golf season, Board meetings will move to Wednesdays at 6pm)

* Vote to adjourn: motion, Endries; second, Brown. In favor: unanimous. Meeting adjourned at 7:53 pm.