

VICTORIA GARDENS WOMEN'S CLUB BOD MEETING MINUTES

September 1, 2022

ATTENDEES:

Laura Blackburn, Joan Neumann, Rosie McKenna, Lynn Reim, Barbara Solis, Nancy Greenfield, Darlene Cross, Elise Saunders, Susan McMahon, Connie Hampton

ABSENT: Patty Ribera

DIRECTOR'S REPORTS FOLLOW THE MEETING MINUTES.

2022 MEETINGS

Sep 1
Oct 6
Nov 3
Dec 1

Meeting Minutes

- **Charitable Giving Update & Budget Final:** Susan reviewed the financial details for the charitable budget. Her requests were approved by vote. She discussed with us the 3 types of giving: projects which involve giving our time, in-kind contributions and outright giving. The following are some examples of different types of giving:
 - **Family Renew Playground:** we are committed to building a playground for them. Our funds will be used for the materials. We will give our time and also may receive help from the Men's Club.
 - **Neighborhood Center:** we will provide support via sponsorships. Susan is looking for a volunteer to serve as a relationship manager for this charity.
 - **Beacon Center:** is the only certified shelter for domestic violence in Volusia County. Although located in Daytona, they assist many people from Deland. They are protected by legal means; they have attorneys on staff. Residents often stay 60 – 90 days. They have opportunities for volunteerism. There is space within the center for a store. Volunteers could help stock the store. A project that we could undertake is renovation of a room within the center.
 - **Council on Aging:** We are going to have sponsorships with this charity such as Dancing through the Decades. We will continue to provide in-kind donations. Also; more robotic pets could be provided since they were well received. Ellen Haynes is the relationship manager for this charity.

- **Food Brings Hope:** This charity was founded by a mom who was told by her children that: there were children, in school with them, who were hungry. \$40 a month donation will help feed a family.
 - **Launch of Volunteerism** in October. There will be a spot on our website where folks can sign up to volunteer. It is being called the Sunshine Connection. This is available to folks within our community who need help as well. Within our community, we have folks that could use help such as rides to grocery stores and doctor appointments. Meal assistance would be a great help to some living in the Gardens. Identification of those folks is needed.
 - **Adopt an agency:** The storage unit is well stocked from the in-kind donations made by the branches. It was suggested that each branch could consider adoption of one of our agencies. Then, the branch could provide assistance through volunteering at their selected agency. Also, by getting to know the agency better, we could more easily identify items that we could provide as in-kind donations. Several branches could join to assist since we have more branches than charities. More to come on this item.
- Community Garage Sale: is happening October 15th. There is an Arts and Crafts Fair in the parking lot of the clubhouse. VGWC was approached to see if we were interested in hosting a baked goods table in the parking lot. All profits will go towards our charities. Rosie is looking into details.
 - Connie will have T shirts available for sale at the September luncheon. BOD members plan on wearing theirs to the luncheon.
 - September Luncheon including “Moment of Recognition”: Lynn R discussed the luncheon details, and the speaker is on board. Lynn has programming details covered. Hallmark lady will have a table to sell her book. Tables will be set up to handle new and renewal memberships. Bonnie Friedman will be recognized as the Moment of Recognition person in September. Ellen Haynes, Bonnie Friedman, and Linda Holmes will be given service awards for their service to the VCWC.
 - WC Membership for 2023: Laura advised us that we have 200 members that have paid and of that amount there are 20 new members. Connie will have tables set up to allow anyone that hasn’t paid yet to do so at the luncheon. Her committee will be available to handle those requests. It was discussed that we will wait until after the September luncheon to have the branch leaders contact any members that haven’t renewed.
 - Graphic Designer: Laura let us know that she: has engaged a person who will be working on our marketing and media collateral.
 - Development Director Update: Darlene discussed the upcoming event February 11, 2023. Fundraising will begin in October. Currently, a database is being created of potential sponsors for the event. Additionally, there will most likely be some overlap of sponsors and prizes for the event because some sponsors will want to donate prizes. Another item needed is collateral

before fundraising begins: a document which describes the VGWC and the agency which we will sponsor for the event. The collateral is under development currently. It was agreed that we need another major fundraising event which will be discussed more in depth at a future meeting.

- Event Plans for 2022-2023:
 - New Year's Eve celebration will be a clubhouse event not a VGWC event.
 - 5K Saturday after Thanksgiving is more involved and will be looked at as a possible 2023 event.
 - Thanksgiving Envelope Raffle will be done in November, and we have agreement from the clubhouse to post it on wall. Need to have as agenda item in October to finalize any details.
 - We are planning the Casino Night event for February 11, 2023. More information can be found in Elise and Darlene's report and the above agenda item. Updates will continue monthly.
 - Mahjong Party Day: Bonnie is working on this, and details will be announced when available.
 - Shoe/Purse Drive: It was agreed to only have a Purse drive. No shoes. More information to follow. Need as agenda item in October.
 - Food and Wine Event: This idea was liked, and more information will be coming.

- VG HOA Guidance for Open Events: Laura discussed this matter with us. We want to invite the Victoria Park community to our events when feasible. More research is required on this item and Laura will get back to us.

- Block Captains – multi use for marketing, helping clubhouse event. Connie as membership director will be handling this item.

- Monthly meeting duration vote: It has been requested that we cut back on the meeting length however we did run over at this meeting.

- Business Cards – Laura asked who needs personalized cards. Connie and Darlene have personalized ones. Laura has blank ones available for BOD use.

- Facebook – Angie Wilson will be handling our Facebook space. It's expected to begin when Angie returns from vacation.

- GENERAL BUSINESS
- Treasurer's Report
- Secretary's Reading of the Last Minutes

DIRECTOR'S REPORTS

Membership Committee – Connie's Report

- I will continue to send out "Thank You's" as I receive new members status.
- I have contacted The Logo Store in downtown DeLand and they will be processing our order for new member nametags quicker than our previous outlet. I think this is important to not make members wait.
- Had a meeting with my Board buddies, Nancy Greenfield and Lynn Reim, in the presence of Rosie McKenna.
- With the help of Laura Blackburn, we replenished Ellie Freud's supply of cards and postage for VGWC. This is a valuable part of our group.
- NO shirt sales this month.
- Monthly meeting with my committee who worked hard to visit a lot of clubhouse activities to remind residents to renew or join our fabulous club.
- Volunteered to help decorate the Ukranian Student's Dorm Rooms.

Programming Committee – Lynn's Report

- Our field trip to Stetson has been booked for (March 8) and it sounds like a great opportunity for our members to have a tour with the student ambassadors and a delicious catered luncheon in their private dining room. More info to follow!
- We have 3 vendors for our Holiday Luncheon (Dec. 14): Local Style House at Victoria Park, Vera Rekstad Jewelry Designs and Nejma's Boutique of New Smyrna. There is also a possibility of "Grrrrs and Purrs" coming back again this year if they have sales coverage.
- Our last meeting of the 2022-2023 year on May 10 (11am to 2pm), will feature a Pool Party and Bar-B-Q that has been Ok'd by Lisa at the clubhouse with a great menu, games, prizes, and FUN!!
- A questionnaire will be given out at the September luncheon for the purpose of gathering input about any attendees that would like to help on some of the committees we have that run the monthly meetings.
- A few registrations and sales tables will be located outside (on porch area) for registration etc. at the luncheon next week to avoid crowding in the lobby area: Registration, Raffle, Membership, Branches and Tee Shirts. Our speaker will also have a table to sell her books.

Friendship Tree Branches Committee – Nancy's Report

- THERE ARE 13 FRIENDSHIP TREE BRANCHES WITH APPROXIMATELY 228 MEMBERS.
- THE LEADERS ARE NOW MEETING TO PLAN THEIR GROUP'S ACTIVITIES FOR THE YEAR. ON FRIDAY SEPTEMBER 16TH OUR COMMITTEE WILL HOST A MEETING FOR THE BRANCH LEADERS AT THE CLUBHOUSE. THINGS TO BE INTRODUCED ARE:
 1. A CALENDAR OF BRANCH EVENTS ACCESSIBLE TO ALL LEADERS TO HELP WITH THEIR PLANNING OF PROGRAMS.
 2. VGWC FACEBOOK PAGE.
 3. AN ALL BRANCH SOCIAL EVENT IN SPRING.

THIS MONTH I MET WITH MY BOARD BUDDIES, CONNIE HAMPTON AND LYNN REIM WITH ROSIE MCKENNA FACILITATING. ON AUGUST 31ST I MET WITH THE FRIENDSHIP BRANCH TEAM. WE PLANNED THE SEPTEMBER MEETING WITH THE LEADERS

Club Support / Publicity Committee – Joan’s Report

- **Flyers created during August 2022:**
 - New Member/Renewal Membership Poster.
 - Updated Calendar of Events Flyer.
 - Ukraine Apartments for Stetson students/professor Flyer.
 - September 14 Luncheon Flyer featuring Mary Flynn, Hallmark writer.
 - Submitted the Stetson Apartment flyer to the Neighbor Magazine and The Beacon Newspaper.

Charitable Action Committee – Susan’s Report

BOD Action Items:

1. 2022 Charitable Giving Budget submitted to BOD for review and approval.

Charitable Action Committee

- **Stetson Ukranian Initiative**
 - a. \$5000 – Donation to SPREES Campaign Fundraiser in support of tuition and housing for students and professor
 - b. \$2000 – Funds used for House-Warming Shower items when students arrive in August. (ie., Welcome Baskets, Linens, Kitchen/Bath supplies, etc). VGWC Volunteers, along with Stetson Staff set-up and prepared apartments for 4 Ukrainian students and 1 professor on Stetson Campus. Thanks to our volunteers!!
- **Agency Updates**
 - a. **Council on Aging of Volusia County (COA)**
 - i. Deliver 300 Fourth of July notes and flags to homebound Meals on Wheels clients
 - ii. Ellen Haynes has volunteered to be the point of contact for COA. Ellen will meet regularly with COA staff and keep us informed on how we can continue to support their goals in serving seniors. Thanks Ellen!!
 - b. **Family Renew**
 - i. Met with Don Lajoie and Rosie McKenna to discuss partnering on two projects at FR. Purchase and installation of a playground on FR property and Master Gardner support of vegetable and flower garden in the raised gardens already in place on property. Family Renew is excited to get this project started. This has been deferred to Fall due to schedules. Look for opportunities to volunteer and help!
 - ii. VGWC Purchased back to school clothes and shoes for the 17 children residing at Family Renew. Thanks to Rebecca Carpenter and Cheryl Sullivan for their help on this project.
 - c. **Neighborhood Center**

- i. Participated in Wine to Water as a \$2500 Cabernet sponsor and 8 members attended the event.
 - d. New Agencies Selected
 - i. We have identified two additional agencies who need our support. We want to work more directly with at risk children in our local schools and directly impact at risk women.
 - ii. Food Brings Hope offer the potential for every child to reach their full potential. They work closely with Volusia County schools, are in our area schools and help with homeless and economically disadvantaged students. Opportunities available to volunteer in schools and provide in-kind donations.
 - iii. The Beacon Center is the only certified shelter for female victims of domestic violence. Located in Daytona Beach, they service Volusia County, including our area of West Volusia. Opportunities exist to offer financial support, volunteer, assist with shelter renovation efforts and provide in-kind donations.
- **In-Kind Donations Update**
 - a. We will be communicating an update schedule and process for In-Kind Donations from our Branches this year. Stay tuned for more from your Branch Leaders.
- **Next Steps for Charitable Action Committee**
 - a. Define and Launch VGWC Scholarship Program
 - b. Approve 2022 Charitable Giving Budget
 - c. Family Renew playground improvement project
 - d. Launch volunteer support and sign-up in 2022-23

Development Committee – Darlene’s Report

- Met with Rosie to discuss fundraising strategy, prizes for Casino Night, sponsorships, and future events.
- Met with Laura, Rosie, and Elise to discuss the Casino Night event. We had a conference call with Romano, casino owner extraordinaire to discuss and kick off the project. We have a signed contract with the casino company.
- Met with Elise to discuss Casino Night. We have a guide to ensure nothing is overlooked in the event planning.
- Met with Susan to discuss branch collection schedule. Storage facility is well stocked. Branches have evolved since they were established; Susan is looking at other ways our club can assist our charities. Discussed new charities and how we can help them through sponsorships at the Casino night. Susan also suggested I meet with someone at an organization that will help me to network within the Deland community which I plan on doing.
- Working on sales collateral for the fundraising. I have some drafts of several documents which are almost ready for Joan to do her magic.
- Developing a database of potential sponsors & donors.
- ***Items that need to be determined before I can begin fundraising:***
 - ***Design and obtain approval of sponsorship form. First step needed before fundraising can begin.***

- *It is agreed that the sponsor levels naming convention used by Romano will be used by us for this event.*
- *It is agreed that the Dollar amounts of sponsorship levels are acceptable.*
- *Sponsorship free admissions seem high for our event? Sponsorship free admissions were modified by Elise & me. Elise will double-check with Romano.*
- *“Save the date” notification to members will be announced at the October or November luncheon. September’s luncheon will be busy with membership, and we don’t want to take the focus off the membership. Plus, I think it is too early to do it. Elise will confirm with Romano.*
- **Logistics**
 - **Admission price? \$75.00**
 - *Start time 5pm for cocktail hour and heavy hors d’oeuvres.*
 - *Start time 6:30pm for gaming to begin.*
 - *Stop time for gaming? Need to check with Romano.*
 - *Start time for dessert table? Need to check with Romano.*
 - *Start time for prize announcements? Need to check with Romano.*
 - *What is the maximum number of attendees? 150 plus we need to include the sponsorship free admissions. It would be nice if we don’t have to include sponsorship admissions in the 150 head-count.*
 - *50/50 raffle must be at end of event based on contract.*
- *Elise will establish committees for the event:*
 - i. Sponsorship & Prize Committee*
 - ii. Finance Committee*
 - iii. Hospitality Committee*
 - iv. Decorating Committee*
 - v. Advertising Committee*

Special Events Committee – Elise’s Report

I have had contact with Romano, the Event organizer for our Casino Party being held February 11, 2023. On this call were Rosie, Laura, Darlene and myself. It was very informative and now we are making a list of things needed to ask him to help us make this event spectacular. Darlene has summarized his presentation and we are now working on a form for the Sponsors. We are also working on a Save the Date flyer which will probably go out in October or early November.