

**VICTORIA GARDENS WOMEN'S CLUB
MEETING MINUTES NOVEMBER 4, 2021**

Members in attendance:

Laura Blackburn, President; Bonnie Friedman, Vice President; Darlene Cross, Secretary and Directors: Linda Holmes, Rosie McKenna, Lynn Reim, and Ellen Haynes.

Grant Request for Stetson Latinos Studies Fund. This request has been tabled for the December meeting. Susan mentioned that there could be a separate 1 hour meeting to discuss this topic before the December meeting.

Cruise Week Status: Linda stated that Rosalene has a meeting of all committee leaders on November 9th. Bonnie has taken over as the leader for the Island committee. We will have an update at our December meeting.

Nametag Status: Laura stated that all nametags have been distributed and we have begun a new list which has 4 new requests pending.

Storage Unit Update: Laura advised us that we now have reduced to 1 storage unit. Susan's report covers the work done to accomplish this task in more detail. Because of the work done by Susan and her committee, we will no longer have the expense of the second unit.

November Luncheon Status: As of the meeting date, 109 members had signed up. Most folks signed up at the website. Lynn will introduce Deb McShane from the Historical Society. Bonnie will MC this meeting/luncheon. Susan will present an overview of our charitable work. Laura let us know that we own the tablecloths, and we will keep them in the storage unit. More details about the luncheon are included in Lynn's report.

Dues 2022: This item has been tabled for the January meeting. It was mentioned that we may need to increase the fee because everything costs more since COVID. Also, an alternative was mentioned of possibly keeping the current rate and increase the luncheon price.

Bake Sale Oct 16, 2021: Laura reported that we received \$500 from this event. We donated the leftovers to Family Renew. Our contribution was the baked goods by VGWC members.

RACI discussion: responsible, accountable, consulted, and Informed. Laura stated that when someone speaks to one member of the board that they are speaking to all of the BOD. Informed as a group is a critical aspect to an organization. Accountability for our individual responsibilities is necessary.

Tribute Card: Laura stated that the tribute card information will be on our website. She also has sent out a Blast to let all members know about them. Nancy recommends that we buy them now to avoid them selling out. However, we will be able to replenish the stock if that situation occurs. A discount, when purchasing five cards, will apply. Nancy will be selling them at the November luncheon.

Website & Mailboxes: Laura let us know that currently our website is read-only. Laura and Joan have admin rights. The mailboxes are going to be set up for the respective committees soon. A few

examples of how this will automate our processes: *when a new member signs up: they hit the submit button and their application will go into the membership mailbox. When a member signs up for a branch, they hit the submit button and their request goes into the branch mailbox. This will simplify a manual process.*

BINS for Visitation House: Laura advised us that this item has been taken care of. Gift cards were used to purchase the needed bins. \$500 was donated to the Visitation House in 2020.

Business Card: Laura let us know that a business card holder will be placed at the clubhouse's front desk. When a potential member or current member has a question, they will have someone to contact.

Member enrollment: Laura stated that we have a steady growth of new members. We will have some at-large members who will not want to volunteer and that is okay. The club is an important social activity for some members which we wouldn't want to disrupt.

Outstanding VGWC members in the community: Rosie was at a recent Deland event and saw Jean Burns leading a group. Jean is very active in the Gardens community and the Deland community. We could acknowledge her at our monthly luncheon for "Making a Difference". Incorporate this recognition into the program, do a short blurb and ask the person to stand for everyone to applaud. anyone can nominate someone. Bonnie suggested adding a space on our website for this too. Connie was suggested as the person to receive the nominations. Rosie summarized it well: Recognition is oxygen for everyone!

Donations: Jackie received a donation from the Water Softener system company of \$500. Rosalene received a donation, of two tickets, for the Eco boat ride at DeLeon Springs.

Vetting our charities: Ellen recommended vetting our charities. Donations from other organizations/companies to our charities could impact our donation. This was viewed as an activity that Susan's committee may already be doing. This item should be discussed more when Susan is in attendance.

Fund-raising Committee: Bonnie and Laura discussed the value of forming a committee to handle Fundraising. If anyone knows someone that could be a good candidate, they should reach out to Laura or Bonnie. Until a committee is formed, Laura and Bonnie will assume responsibilities for this function on an interim basis. We may be enlisted to assist with this endeavor.

Fundraising Proposal: Bonnie presented a fundraising plan for our club. The goal is to raise additional dollars for our charitable giving program. The plan was well received by all in attendance. After Bonnie's presentation, there was discussion regarding the naming of the tiers. This is a draft and ideas, thoughts are welcome. Darlene will do a formatted copy of the following by Thursday, November 11th.

Here's the plan:

VGWC Charitable Sponsorship Tiers

\$100-\$499 Bronze Sponsor

- Acknowledgment on VGWC website and sponsored event.
- VGWC mug, hat, visor (one of these).
(*Example-Mahjong sponsor, Cruise Week.....decoration sponsor, etc.*)

\$500 Silver Sponsor

- Acknowledgment on VGWC website and 2 luncheon programs.
- VGWC mug, hat, visor (one of these).
- Admission for 2 employees to a designated VGWC luncheon to be recognized.

\$1,000 Gold Sponsor

- Acknowledgment on VGWC website and all luncheons.
- VGWC mug, hat, visor (one of these).
- Admission for 2 employees to attend 4 VGWC luncheons to be recognized.

\$2,500 Platinum Sponsor

- Acknowledgment on VGWC website and all luncheons.
- VGWC mug, hat, visor (one of these)
- Admission for 4 employees to attend 4 VGWC luncheons to be recognized.
- Special Thank you holiday gift tray prepared by VGWC members presented to your staff.

\$5,000 Premier Sponsor

- Acknowledgment on VGWC website, Major Fundraiser sponsor.
- (Gala or Cruise week) 6 seats for the sponsored event (Captains Dinner or Gala)
- Exclusive industry representation, Thank you in local papers (Beacon, V.P., etc)
- Special Thank you holiday gift tray prepared by VGWC members presented to your staff

\$10,000 VGWC Charitable Partner

- Title listing on all VGWC events and PR, including blasts, newsletters, articles. To be listed as "VGWC & your name here, our partner in charitable giving" presents or invites you to.....
- 4 seats to Captains Dinner and Gala.
- 2 seats for employees to attend all VGWC luncheons.
- Exclusive industry Representation, Thank you in local papers (Beacon, V.P., etc)
- Special Thank you holiday gift tray prepared by VGWC members presented to your staff

**Donors would be given a template letter of intent to fill out and sign upon agreeing to a donation.*

**Donors would receive their tier privileges for a period of 1 year from funds received*

**In kind gifts would be accepted*

Treasurer's Report: This report is available on our website. Laura led a discussion of the correct way to display expenses. Money used by Laura for expenses would be a discretionary line item. Major expenses should be broken out in the treasurer's report. Additional information was sent out by Laura after the meeting.

Secretary's Report: The November minutes are posted on our website.

Leadership Development Initiative Report – Rosie McKenna

All current committee directors and officer positions are filled for the current term.

Points for discussion:

- Suggest that the board consider the creation of a Director of Fund Raising. This director would be responsible for developing strategies for ongoing fund -raising efforts, tracking, and reporting results, partnering with Charitable Action Committee and Program Committee and BOD to implement various projects.
- Suggest that all Directors and officers select and encourage another WC member to serve as a working partner so that there would be a knowledgeable person who would be prepared to assist with various duties. It is prudent to designate a committee member as “Chair” so that each area can be productive and have continued leadership over the next several years. A succession system would benefit the VGWC and could begin with selecting a work partner.

Membership Committee Report – Connie Hampton

- Membership continues to grow.
- Darlene Cross, Ellen Haynes and I set up a table at the Activities fair at the clubhouse and made a couple of connections. I apologize but there were no photos taken. Oops!!

Please decide:

1. Do we want to make t-shirts available for purchase?
2. Do we want to make a little profit?
3. At what time do we want to take orders? Before and after meeting?
4. Do we want to have a “Flamingle” for the new members?

Branch Committee Report – Ellen Haynes

- Branch applications are coming in attached to VGWC membership applications with checks for membership included. Hopefully, this will provide better control on who is a paid member and who is not.
- The Branch Leaders helped get the word out to their members regarding sign up for the upcoming luncheon.
- The Branches are all on board for the monthly scheduled donation collections that Susan McMahan and her committee have established. The Leaders have done an excellent job in relaying the information to their Branch members.

Programming Committee Report – Lynn Reim

November 10 Luncheon

- **Menu :** Chicken Picata, rice pilaf, roasted vegetables or Caprese Flatbread. Both options are served with fruit cobbler and tea or coffee.
- **Program:** West Volusia Historical Society will present their program:

“Friends and Neighbors”

Caryn Long will portray Dr. Frances "Fanny" Dickenson an ophthalmic surgeon who was born in Chicago and settled in Orange City, FL in 1945. The Orange City library is named for her older sister, Melissa Dickenson, who operated the family seed company and was the first Dickenson family member to settle in Orange City. Besides "Fanny's" medical practice, she was an educator, and a women's rights advocate. She was a first cousin to Susan B. Anthony, was the Director for the Women's Pavilion for the Chicago World's Fair in 1892-93 and operated the Betsy Ross airport on her Orange City property in 1933 for the use of women pilots flying in small planes.

Charitable Action Committee Report – Susan McMahon

Family Renew Update:

Storage Unit: Moved some furniture and household goods to the apartments. Family Renew cleared out their storage unit so we can store items there. They picked the furniture pieces they would like to have stored and Susan arranged for Neighborhood Center to pick up the items not needed. This effort allowed us to close out the second unit we were renting.

Neighborhood Center:

Left messages for Weylan Neice, Operations Director to set up a time to meet and learn more about their programs.

Volusia County Council On Aging (COA):

- NCOA will participate in our Annual Giving Tree program. They are excited to partner with us in serving seniors.
- We should consider inviting them to speak at a luncheon. They are very well organized and have a broad reach into senior needs. This agency will allow us to be more active in serving seniors in need.

Shred Event:

- Shred event/food drive has been moved to January 22nd, 9:00 to 1:00.
- We have secured 3 confirmed sponsors: Eric Hansen, Realtor; Beth Weinbrenner, Realtors and Saimir Hosha, Painter.
- Joan will provide flyers and advertisement for the event.
- We are lining up volunteers to work the day of and will have Neighborhood Center on site to take the donated food.
- Finalizing the contract with the Shred It company.

Branch Collections Schedule

- Have received several positive comments on the Collection Drive strategy. First collection completed in October.
- An inventory tracking sheet has been created. Cheryl Sullivan and Marianne Smith will be in charge of inventory control. We will store the items in the storage unit in bins until a need arises for them. Tracking the inventory will provide better reporting on in-kind donations to agencies.

Stetson Latin-American and Latino Studies Aid Funds

We are tabling this discussion for December when the Director of Charitable Action Committee can be present to take questions and provide context around the proposal.

Annual Giving Tree

- Cheryl Sullivan is chairing the Annual Giving Program this year. A core team met to discuss details. Cheryl has confirmed details with the clubhouse, ordering tags and will oversee trees and gifts deliveries. Charitable Action Committee will provide volunteers for working sessions.
- Joan has all the flyers completed and will begin advertising in November.
- Trees go up Saturday 20, 2021. Lists deadline to the committee is 11/5.
- Tag working session is planned for Monday, 11/15.
- Agencies represented:
 - Family Renew
 - Neighborhood Center
 - Rose Manor
 - Visitation
 - Community Partnership for Children
 - Council on Aging
 - Guardian Ad Litem

Charitable Action – Grant Budget

- Susan is submitting a proposed grant budget to the BOD for consideration. This budget will provide a guideline for giving across all our designated agencies and provide clarity on where funds are going.
- The BOD will review the budget in either a special session or Dec BOD meeting when the Director of Charitable Action Committee can be present to address questions and provide context.

Special Events Committee Report – Linda Holmes

January 29, 2022: Gala– Carol Stein (Piano Lady). This event is headed by Jackie Donnelly. She has an amazing group of ladies that are talented in all areas. The group is well-organized and fully ready. The committee members working on the Gala night will be wearing white blouses and black skirt or pants. Also, they will be wearing Fascinators which will easily distinguish them. There were many ladies that signed up at the October luncheon for the dessert table where home-baked goodies will be served after the performance.

April 24 to April 29, 2022: Cruise Week. This event is headed by Rosalene Feller. She has scheduled a meeting in November which includes all chairs and co-chairs. This meeting will give all groups an understanding of what everyone is doing. Bonnie has become chair for the private island committee. She has scheduled a crew meeting to run through ideas for the various activities. There will be much more to report at the December meeting.