

VICTORIA GARDENS WOMEN'S CLUB BOD MEETING
MAY 5, 2022 - 9:00 AM

ATTENDEES: Laura Blackburn, President; Bonnie Friedman, Vice President; Darlene Cross, Secretary; and Directors: Connie Hampton, Linda Holmes, Rosie McKenna, Susan McMahan, Joan Neumann and Lynn Reim.

**2022
REMAINING
MEETINGS**

Jun 2
Jul 7
Aug 4
Sep 1
Oct 6
Nov 3
Dec 1

TODAY'S MEETING DISCUSSION TOPICS:

- **Cruise Week Report:** Bonnie provided a synopsis of Cruise Week, and it was agreed by all to be a huge success. Bonnie has provided the successes, challenges, and summary below. Linda's special events report covers the event as well. Numbers are still be crunched but as of 5/5/2022 proceeds are \$22,393 net. 86 VGWC members worked on the event. Bonnie is working on a thank you celebration for the many folks involved in making this a successful event. May 23rd is the expected date for this celebration. Many photos from Cruise Week events are available on the VGWC.org website.
- **Cruise Week Lessons Learned:** Bonnie discussed lessons learned and that information is covered below.
Cruise Week Successes:
 - It involved a huge # of people: 86 on committees and over 540 individual registrations.
 - It put the name of the club front and center over many months and showed us in a very positive light.
 - It helped our clubhouse financially and image-wise.
 - It was a fantastic opportunity for meeting old friends and making new ones.
 - It identified new leadership possibilities for future board positions or committee leadership.
 - Although minimal, it gave us an opportunity to work with the men's club. We should do more of this.
 - Although we did get some concerns, people stretched to pay the registrations and later were very positive in saying "worth it".
 - It raised much more money than we expected for our charities. Adding the Ukrainian refugees' donation was a major plus.
 - While some branch members felt "over asked" about having to give again, in putting baskets together; they created beautiful products and were quite pleased with the results.
 - Having both a logistics committee and a finance group really helped keep everything on the "Up and Up".

- The Website was extraordinary in informing people and taking registration. More frequent access to the registration information would have been very useful. I would recommend (for many reasons) that several people be trained in how to access this information.
- *Best decorations, PR, Registration, and food.
- *Band for Captain's Dinner was wonderful.

Challenges:

- Misinformation and rumors need to be addressed. Determine how to minimize them.
- Some people complain about everything from making baskets, paying for activities they do for free daily, having some reserved seats at the Captain's Dinner, closing the pool or meeting rooms, etc. It is often the same people, and we need to be able to rectify valid complaints and not be afraid to reach high in our efforts because we hear a gripe or two.
- Changes not always handled, such as times of events changing.
- Need a few "scribes" to take minutes of meetings and send out to participants.
- Bring logistics into the process earlier.
- Closer management of the clubhouse staff with their current problems. Some examples are:
 - Staff you have counted on took days off without making arrangements with other staff to cover.
 - Not everyone takes notes of meetings and details are forgotten.
 - Pricing and arrangements change.
 - Staff turnover.

Cruise Week Summary:

That being said, the Vine's staff came through for us. Lisa, Julie, Renee, office, maintenance, kitchen, and management shined.

The project was huge at times, and we felt it was running away from us. We used a lot of volunteers for an overwhelming number of hours. It is not the type of event that you could do two years in a row. Pieces of it would work, such as:

- A W.C. Gaming series-maybe a Mahjong tournament in the fall, Bunco in the winter and Sequence in the spring.
- A late spring pool party and barbecue would be fun.
- **Gala:** Laura advised us that 114 people have signed up as of 5/5/2022. We need to push sales of the event as we are running out of time. Laura will send out an eblast to VGWC members. Laura wants Julie Maurer to send out a blast to the entire VG community. Nancy Greenfield sent out an email requesting baked goods for the event.
- **Gala – Are Refunds Accepted?:** When the event was rescheduled to May, refunds were accepted until February 5th. Laura stated that no refunds apply now.
- **The May Nomination for "Moment of Recognition"** was unanimous. Rosalene Feller is the person for May and well deserved.
- **Nominating Committee Report (Rosie):** Rosie led a discussion regarding the nomination process and the work being done by the nominating committee. Rosie's report in this document covers this item in more detail

- **WC Membership Drive Report:** Ellen, Connie, Bonnie and Laura met prior to our meeting to strategize. Laura let us know that when she initially joined VGWC there were 66 members. It was mentioned that we should have begun the membership drive April 1st. We are late and will need to accelerate this activity to meet and exceed our current numbers. Currently, there are 287 members. At the meeting, several catchy phrases were mentioned. The one chosen was: “***Socialize with a purpose.***”
- **Website Changes:** Laura discussed some website improvements that she has done and continues to work on others.
- **Membership Renewal Web Process:** Laura covered how folks can go on the VGWC website and join or renew. Membership is \$35 for a year.

GENERAL BUSINESS

- Treasurer’s Report
- Secretary’s Reading of the Last Minutes

DIRECTOR’S REPORTS

Special Events Committee – Linda’s Report

Annual Charity Gala, Saturday May 21st: Carol Stein “The Piano Lady” will be performing. Tickets are on sale at our website. Nancy Greenfield has sent out an email requesting bakers to help with the Viennese dessert table.

Cruise Week – April 24th – April 29th, 2022: After a year of intense planning and much hard work, this event has ended as a resounding success. The following is a recap of the week.

- **Sail Away Party, April 24th:** This event was a sell out and enjoyed by all. A great start to a fun-filled week. Maureen Dube kicked it off with a song which was a takeoff on Gilligan’s Island 3-hour cruise; she was accompanied by Nancy Maynard on the piano. Lynda Stein and committee did a wonderful job decorating for this event.
- **Mahjong Tournament, April 25th:** This event was well attended but not a sell-out. Lynda Stein and committee did a wonderful job decorating for this event. The food served was very good. Prizes were given out. Attendees enjoyed the event so much that many suggested it become a quarterly event.
- **American Beer Garden, April 25th:** This event was hosted by Bill and Laura Blackburn and was a sell-out. Attendees had fun sampling an excellent selection of beers. The appetizers that were served went well with the beer.
- **Water Volleyball, April 26th:** This event was not sold out but was a very fun activity. The teams were very competitive, and the on-lookers placed bets on their favorite team. Snacks were enjoyed by the 3 teams. The weather was perfect.
- **High Tea & Fashion Show, April 26th:** was a sold out and elegant affair that was enjoyed by many attendees. The ladies were dressed for the occasion with many wearing hats. Lynda Stein and committee did a wonderful job decorating for this event.

- **Paradise Cay Cove Island, April 27th:** This event was sold-out with 100 people registered. Some popular activities included body painting, rock painting, line dancing poolside. The jail was a highlight of the day. The Captain, Rosalene Feller was the first person arrested but she was quickly bailed out. Weather was perfect, steel drums poolside was enjoyable, and the lunch was great. Lynda Stein and committee did a wonderful job decorating for this event.
- **Texas Hold'Em Tournament, April 27th:** This event was a well-attended evening event.
- **Pickleball Tournament, April 28th:** This event was a well-attended event with perfect weather.
- **Bingo, April 28th:** This event was a sellout. People lined up in the foyer waiting for the doors to open. It was the perfect time for the bake sale in the foyer. Also, it gave folks a chance to check out the silent auction baskets while they were waiting.
- **Not -So-Newly Wed Game, April 28th:** The event was sold-out and was a highlight of cruise week. Judy Thomas stole the show as host, "Bobbie Eubanks". She somehow managed to keep the contestants in control which was not easy! Marv and Bonnie Friedman, Bill and Connie Hampton, Doug and Chris Stenger, and Lucy and Randy West were the contestants. This was a great evening. So much laughter!!!
- **Daily Raffle:** There was a daily raffle table set up at the clubhouse entrance which gave attendees the opportunity to guess on something different every day. There was a special basket each day which was won by the lucky guess: secret ingredient in a cookie, seashells, pretzels, Hershey Kisses, wine bottle corks were some of the daily guessing games. This was a very popular daily stop for folks during Cruise Week.
- **Sequence, April 29th:** This was well attended, and attendees had a good time. Prizes were given out.
- **Captain's Farewell Dinner, April 29th:** This event was sold out with more than 100 tickets sold. Maureen Dube, accompanied by Nancy Maynard on the piano, sang a farewell song during cocktail hour. Folks mingled in the foyer where they were able to make final bids on the silent auction baskets. A photo op spot was set up in the foyer. Captain Rosalene Feller kicked off the evening with a farewell speech and thanked everyone for their attendance and active participation all week. Dinner was prepared by Chef Renee and served by the wait staff. After dinner, Jean Burns announced the winners of the baskets. Lynda Stein and committee did a wonderful job decorating for this event. There was live music by a duo from the Gardens. Folks enjoyed dancing and listening to them. We may see them making an appearance in the future.

In summary, this was a tremendous amount of planning and work, but it became a finely executed event and was enjoyed by everyone. It couldn't have happened without the careful planning of the Captain, Rosalene Feller and her first mates Bonnie Friedman and Linda Holmes. All committee members worked together as a team and did their respective tasks perfectly. The first mates were always available and stepped in whenever needed.

Proceeds from the silent auction will be going to a charity that will assist the Ukrainian people. A special donation box was set up for folks to make cash donations and VGWC agreed to donate \$1000 if donations exceeded \$1000 and they did. Jean Burns was the lead for the donation box and the baskets.

We raised \$6,200.00 in donations for the Ukrainian cause.

**The Victoria Gardens Women's Club did it!
We raised over \$22,000 for our charities!!!!**

Club Support/Publicity Committee – Joan's Report

Created the following:

- The Captain's Dinner Brochure.
- Texas Hold'Em Stand Alone Flyer.
- Not So Newlywed Certificate.
- Updated Sandwich Chalk Board (with help from AnnMarie Mercera).
- Created Template for Cruise Week Participant Letters: Mah Jong, Bunco and Private Island.
- May 11th Lunch Flyer.
- Gala Flyer Update.
- Gala Lottery Board Update

Friendship Branches Committee – Ellen's Report

The Branches are ending our year on a high note. Branches have been meeting on a regular basis for the last several months since the start of the Pandemic. Groups are out and about enjoying theater, historical endeavors, nature, dining, and socializing. The Redwood and Bottle Brush Branches have combined and have chosen the Redwood Branch name. Attendance is up and new friendships are being formed.

The Cruise Week basket donations from the Branch members were a huge success. Hats off to the Leaders and all the Members for their creative effort and generous donations. The proceeds will truly make a difference in the lives of Ukrainian Refugees.

The Branch committee is planning a thank you celebration for all the Branch Leaders. It is tentatively scheduled for June 6th.

Membership Committee – Connie 's Report

Membership is still growing with the end of year approaching. Ellen Haynes, Laura Blackburn, Bonnie Freidman, Nancy Greenfield and I met April 13th to discuss a Membership Drive.

Ideas we discussed were: Open Registration, using a catchy theme for our Membership Drive, “We Want Your Wife?”, “**Socialize with a Purpose**”, “Girls Just Want to Have Fun”. Utilize Joan’s 10 Reasons Chart for joining VGWC, possibly a Tea for new residents, suggest each member get a member to join. How about a parade with signs that have question marks on them to get people asking questions. Possibly utilize a computer somewhere in the clubhouse and encourage people to register as they pass through from their activities.

As we register our members, we want to be sure and talk up our charities. We want to maintain our numbers and continue to grow. More T-shirts have been ordered. I sold one yesterday.

Would you purchase a VGWC Umbrella?

Charitable Action Committee – Susan 's Report

1. Branch In-Kind Collection Update – each month our branches donate in-kind products that are frequently requested by the agencies we support. If you would like to donate to the in-kind collections and are not in a Branch, please contact Susan McMahon to learn more about this program.
2. Family Renew outreach update. VGWC provided Mother’s Day gifts to seven moms currently in residence in the transition apartments. Supplies were provided from the Branch In-Kind Collection inventory.
3. Huge thank you to everyone who supported VGWC Cruise Week. 100% of proceeds go towards charitable support.

Programming Committee – Lynn 's Report

The following is a list of scheduled luncheon speakers to date:

- September 14, 2022: **Mary Flynn** “Hallmark Card Writer”.
- October 12, 2022: **The VGWC Charities** will be featured in a panel format to explain what they do and how our donations are used.
- November 9, 2022: **Joshua Frietas** is an award-winning memory care program developer, researcher and author. Joshua is a dynamic speaker and will be discussing many aspects of memory care, he is the Chief Research Officer at Certus Senior Living.
- December 14, 2022: **Holiday Luncheon with Entertainment.**
- January 11, 2023: **Cindy Brummitt** “our very own” water aerobic teacher and exercise class Guru will give an inspirational talk that she has titled “Health, Hope and Happiness”.

- February 8, 2023: **John Serrano** a resident of VG and our expert on wildlife will give a Powerpoint presentation on what we can find in the Gardens.
- March 2023: **Date and topic to be announced.**
- April 12, 2023: **Stan O'Neil**, Volusia County Historical Society, will do a presentation.
- May 10, 2023: **Topic to be announced.**

Leadership Development Committee – Rosie's Report

NOMINATING COMMITTEE REPORT – Rosie's Report

Nominating Committee: Suzie Hansen, Max Lesser, Patty Ribera, Rosie McKenna

A brief meeting was held on April 20th to discuss BOD openings. Currently, there are openings for Vice-President and possibly a new position for Director of Fund Raising.

The committee reviewed the master membership list and the branch leader list and attempted to identify potential candidates.

We all concluded that it would be most beneficial to send out an eblast to the full membership asking members to consider serving on a committee or BOD.

The committee suggested the following plan for soliciting candidates from the general membership:

- May 9th e-blast a general invitation to explain committee and BOD openings and solicit interested candidates.
- May 11th luncheon...repeat the invitation.
- May 11th send targeted invitations for an informational meeting to potential candidates identified by nominating committee and to those who respond to e-blast and luncheon announcement.
- May 26th nominating committee will meet with interested members and make recommendations to BOD.

VGWC NOMINATING COMMITTEE GUIDELINES

1. OBJECTIVE

The nomination process seeks:

- a. To provide for future effective leadership of the VGWC especially considering that future Presidents, Vice Presidents, and other officers are drawn from present and past directors.
- b. To achieve a high-quality Board of Directors with appropriate representation and diversity.
- c. To be as transparent and democratic as possible, encouraging input from Board members and members at large.

2. GUIDELINES AND BY-LAWS

- a. These guidelines pertain to the formation of the Nominating Committee, its operation, and the recommendations to the Board, all of which are written in the By-Laws. In the event of a conflict between these guidelines and the By-Laws, the By-Laws take precedence.

3. APPOINTMENT OF THE NOMINATING COMMITTEE

- a. The Nominating Committee is a standing committee as stated in the By-Laws and is appointed by the President in agreement with the Leadership Development Director.
- b. The Leadership Development Initiative Director will serve as a non-voting member of the Nominating Committee and will be responsible for preparing the written recommendations of the Committee to be presented to the Board for approval.
- c. The Nominating Committee should have 3-5 members who are members in good standing of the VGWC who will serve for a two-year term.
- d. Other than the Leadership Development Director, Current officers and directors may not serve on the Nominating Committee.
- e. A member should not serve more than two consecutive terms.

4. NOMINATIONS

- a. The Nominating Committee shall solicit nominations directly through the membership.
- b. Self-nominations are accepted and reviewed.
- c. A nomination consists of a brief statement of the nominee's suitability.
- d. The committee shall verify that the proposed candidate is willing to serve if approved by a majority of the Board.
- e. Recommendations will be submitted to the Board in written form as stated in the By-Laws.

5. ANNOUNCEMENT OF SELECTION OF NEW BOARD MEMBERS AND OFFICERS

- a. The results of the Board approval of recommended nominees will be announced to the membership electronically and at an upcoming VGWC general meeting.