

VGWC BOARD Meeting
July 1, 2021 - 1st Half

Meeting called to order at 10:05 am

Board Members in attendance included: Laura Blackburn, President; Bonnie Friedman, Vice President; Barbara Solis, Treasurer; Karla Johnson, Secretary; and Directors Joan Neumann, Rosie McKenna, Lynn Reim, Susan McMahan, Connie Hampton.

Minutes - Approved

Financial report - Membership is now 228. Our club balance is now \$28,035.78, including Reserves. Financial Report approved.

Suggestions: Check on deposit refunds from Pisces Rising and Trolley in Mr Dora. Barbara will check with Theresa about both the refund from the Trolley of \$100, Pisces for \$100. Ellen would have paid them sometime between October 2019 and January 2020. It appears based on our balance that we have a lot of money to donate.

Comments: Rosaline could not make the meeting so Bonnie will give the update for Cruise Week planning.

Marilyn Goldman and Angie Wilson may rejoin the club.

Rosie commented that some people in branches think they have rejoined the club when they have not.

PROGRAMS: Lynn Reim reported that her committee is set for event coming up in September. The Dance Exhibition is confirmed for May 11. Trying to determine if they can do a Ballroom Dance exhibition in the afternoon or do it in the evening. Her committee met last week. Zach Zacharias with MOAS in Daytona is confirmed for the Valentine's lunch. A High Tea is set for Feb. 9. Some presenters have their books for sale, For the Holiday lunch her committee is still looking for entertainment (maybe will do a boutique in hallway). Celeste is checking with Lace and Accessories and Destination. The committee is also looking for carolers. Champagne, cider and a charcuterie board suggested for this event. Joan helped her put the pictures together for the information blast to go out to members. **Joan passed out a packet with the draft calendar.**

Rosie suggested that the Branches need to be reminded to honor the original schedule of general membership lunch meetings. Some are doing just branch get to gathers, and some are used to the larger lunch

meetings. Some new members have never seen the luncheons. Connie asked if we should invite Ellen to the next Board meeting to discuss strategy.

CHARITIES: Susan McMahon passed out a packet of information and said she has put a lot of thought and effort into her committee's mission. "Build a better life for the community." The club has been doing remarkable work in the past, but there is always more out there that we can do. We need to continue to add people who are interested in the efforts. Creating scholarships is also a goal. We need to align our committee to one theme and identify multiple organizations. She thanked Rosie for helping think this through. Special projects will be identified and we can organically grow out of the membership. Bonnie asked how the Community Partnership for Children ties in. Rosie discussed the Angel Tree initiative at Christmas and said it is a broad based community initiative. The Angel Tree has always been part of our community outreach. Rosie is assisting as the engagement coordinator and they still need to identify a special projects person. The group needs to sit down and do a needs assessment. Karla told Susan she would send her the information regarding the Grant Portal including the access codes. In order to apply for the Walmart grant, we need to be registered on this portal. It may be helpful to do a survey with Connie of members, about where they would like to focus the donations. Maybe try to get something out by September. Clubhouse transition and instability of staffing may be an issue.

One suggestion was to develop an online portal for members to sign up as volunteers. We need a better way to track those things. There should be reporting requirements down the line so that there is an easy handoff in the future.

SPECIAL EVENTS - Bonnie Friedman provided an update. There seems to be a much better connection between groups. New Membership is connecting with the Branches, and Joan never turns us down. Everyone is talking to each other. This is what a good organization should look like. But we don't want it to become our full time jobs. During the last committee meeting Jackie gave a report on plans for the Gala. Cruise Week organizational work is being shared between Bonnie and Rosaline. They met this week with clubhouse staff to determine what can be done logistically. Rosaline will come to the Board meeting in August to

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provide an update. They have started to list each day on a large chart and are using stickie notes to determine what is going to work logistically. Things can change. Evelyn will close the Ballroom for all but the Women's Club events for Cruise Week. These rooms will accommodate most big gaming events, SailAway party, Captains Dinner and possibly Parisienne dinner. Exercise and workouts will be moved out of the ballroom to another room, some to the multipurpose room. They don't see conflicts regarding staff. If we have two hours to change set up, maybe can get husbands to help. Looking now with more of a critical eye, work with approximately 60 people, don't take more people than we can use. Committees might start going rogue. Budgets are critical. Logistical can be expensive, long events like MahJong with a break for lunch with Bento boxes can be costly. Bonnie and Rosaline are setting a meeting with Evelyn and Chelsea to see what if any food we can bring in. For this event we may need proctors to provide guidance. Events like Pickleball, Sequence, Ice Cream social, Art sale (from the community), and freebie events may not be as costly to put together. Others like the Dinner dances, Private Island Day with barbecues, free gaming around the pool, corn hole, water volleyball tournament, those might take more thought regarding cost. We need to be tight with the budget. Make a minimum of \$10,000. This new event will put our face out in the community. Rosaline has indicated she wants to go after sponsorships, The Charity Committee should be involved in this effort to develop community engagement and in mobilizing the group. Don't want to do everything in a vacuum. Board should think about developing a citation for good work. Budgets for each event need to be ready for review in September.

Who is looking into the credit card machine - Linda Holmes. Joan added that it should be possible to register for an event online. Laura said she is working on software for registering, but people can also mail in checks. The VGWC is doing all of the event registration. The clubhouse will be doing all of the registrations for dinners. We may want to ask them to add two dollars to every dinner that goes directly to the Women's Club. We are handling all of the payments, etc. may need to get lanyards and admittance cards. Will hold a Raffle every day.

LEADERSHIP DEVELOPMENT - Rosie and Susan are currently working together. Commended Laura and Bonnie for providing for the needs of the Board. Many ideas go back and forth. The club's focus is program, social

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and philanthropic. They are excited about the Branches and working with Ellen. Everyone needs to sing the same song. We are evolving.

Rosie suggested two new directors, one for Fundraising and one Friendship Tree Branches. The chair of the Friendship Trees, Ellen, should be on the Board as a director.

MEMBERSHIP - Connie Hampton reported that we are at 228 members and was given credit by the Board for her work to make this happen. This is the highest number of members we have ever had. Connie said she is concerned about members who just join Branches and do not want to attend regular VGWC meetings. We need to add a square on the application form. She also suggested that the suggestion that you can attend two meetings before deciding to join needs to be reevaluated. Bonnie suggested that we did that because of the pandemic to encourage participation. Karla added that we have always allowed potential members to come to a max of two lunch meetings before deciding. Connie suggested we might want to have a half hour before the meeting for socializing and have crudités before the lunch. Joan suggested we could open at 11:30, chit chat then everyone take a seat. Rosie suggested designating Ambassadors, have a table outside, have raffle people outside. Connie suggested we should stop keeping people "waiting at the gate." Connie and Joan agreed that Ambassadors would be a good idea. They could talk to the new members and guests ahead of time. Connie concerned that members should not be just Branch members but Women's Club members first. Bonnie suggested that members could join a branch as a benefit after you join the club. Connie said verbiage at our first meeting has to be Women's Club first, then branches. Have some immunization problems. Bonnie agrees there needs to be a clear message. Rosie said she met with Ellen, and Ellen is attaching the events list to the branch membership information. Ellen is doing a save the date to enforce this with the branch leaders. Connie thanked Joan and she had been very good at getting the word out.

Break for lunch. Meeting continued after lunch.