

## VICTORIA GARDENS WOMEN'S CLUB

### MEETING MINUTES JUNE 3, 2021

Members attending included : Laura Blackburn, President; Bonnie Friedman, Vice President; Barbara Solis, Treasurer and Directors Linda Holmes, Rosie McKenna, Lynn Reim, Susan McMahon, Connie Hampton, Joan Neumann.

Treasurers Report and Secretaries Report : Were noted and approved. Both will be posted on website.

Laura welcomed Connie Hampton, Membership Director to the Board

**Charities:** Susan McMahon stated that work on a charitable giving committee framework has begun. This will comprise:

- \* Beneficiary Liaisons to manage the relationship with each designated charity.
- \* An Engagement Coordinator to schedule and track in-service hours
- \* A special Projects Coordinator

Efforts are proceeding to identify individuals to fill these roles, create a system to easily track and record activity/donations and set annual goals. Next steps are to finalize the committee structure framework, solicit input from membership via a survey and meet with BOD and Branch leaders for input as well as, meet with charities to conduct needs assessments. The goal is to deliver the 2021-22 plan to the BOD and membership in September.

Laura talked about the importance of Linkage between the various BOD leaders. We need to have a good, working knowledge of what we each do and how we can complement each other and work together for our charities and our community. She stated that money is the product we are working to acquire to be able to support our charities.

Rosie stated that time and talent is as valuable as monetary donations and that volunteerism should be nurtured and further developed.

Connie thinks that surveying membership as to how they wish to engage is very important and also motivating.

**Special Events:** Jackie Donnelly-Gala Chairperson, was invited to speak to the board about the upcoming Gala. The Gala will take place on January 29, 2022 in the Magnolia Ballroom. Doors will open at 6:00 PM and the show will start at 7:00 P.M. Carol Stein "The Piano Lady" will take guests on a "Musical Travel Journey". She will perform on stage, with a large slide/video screen. Evelyn is upgrading the clubhouse projector to accommodate the digital requirements. Carol will perform for 30 minutes, have a 15 minute intermission, and continue for another 30 minutes.

Carol Stein's fee is \$1,500 with \$750 due July 23,2021.

\*Cabin Seat Tickets will sell for \$35 each and 170 seats will be available

\*First Class Tickets (Sponsors) will sell for \$65 each and will be placed in the first 5 Center Rows of the auditorium. These seats will be dressed in alternating black and white seat covers. There will be 50 seats available. In addition to all "cabin seat" amenities, "first class ticket" holders will have a special "Meet and Greet" with the artist in the multipurpose room, after the show. They will enjoy charcuterie cones, trays of desserts and wine. All still to be finalized.

There will be 2 cash bars for the evening

Barbara Solis will be manager of the 50/25/25 Raffle

Joan Neumann will manage the lottery boards and scratch card collections.

We are looking for 2-3 very nice gift items to auction off during intermission. We are hoping that everyone has their eye out for items we can solicit for this auction.

After the show, a beautiful Viennese Dessert table will stretch out along the lobby and sides of the Vine. Nancy Greenfield is the manager of the baked goods for this Viennese Table. Membership will be solicited for these desserts. This was a HUGE success at our last Gala.

The table décor will be black and white with subtle splashes of red, gold and silver. Black and white balloon weights will have attached cards thanking our donors.

Lynda Stein is the manager of room decorations.

A single fold program will be given out. It will include a brief paragraph about our artist and information about our charities, our clubhouse a special thank you to our first class ticket holders, volunteers and clubhouse staff. It will also contain a "plug" for our upcoming Cruise Event.

We are hoping to raise between \$7,500 and \$10,00 from this event.

Next month Rosalene Feller will present Cruise week to the BOD.

Laura also suggested that our Friendship Tree Branch Leaders and members would be great resources for volunteerism and fundraising for our special events. This might be a good "linking" project for Jackie to explore.

**Programming: Lynn Reim.** Lynn shared her exciting line up of monthly luncheon programs for the upcoming year.

Sept 15-Confessions of a Hallmark Card Writer...Mary Flynn

Oct 13-Establishing a Healthy Balance..Dr. Primrose Cameron

Nov 10- Historical Reenactment..Deb McShane and the West Volusia Historical Society

Dec 8-Holiday Luncheon..with entertainment TBD and Boutique Shopping

Jan 12- Move Your Assets..Bethanne Weiss

Feb 9-Elegant Abodes of Volusia County"..Zach Zacharias dir. of Ed. at Museum of Arts & Science

March-Field Trip to Mount Dora...Date TBD

April 25-29 Special Event-Cruise Week

May 11-Ballroom Dance Exhibition

It is the hope and plan of the programming committee that we will be able to get back up to full numbers at one luncheon per month. If club growth or health concerns call for it- doing multiple events will be explored. We might even have to consider looking outside of the Gardens for a larger facility.

It was suggested that for occasional programs we consider a longer program with either a snack, dessert or other lite bite. There would be no lunch service and auditorium style seating

### **Leadership Development Initiative-Rosie McKenna**

Rosie has streamlined the duties of the LDI Director to:

\*Assist the new board members with committee selections and with learning their duties and responsibilities.

\*Train and support the current Friendship Tree Branch Leaders. A survey has been sent out to each of them. Responses will be considered in planning for ongoing Branch policies. Branch leaders will participate in some training updates.

\*Consider offering our BOD and other leaders an opportunity to participate in a retreat with an independent consultant. Bonnie added that she has contacts with some consultants who specialize in team building. She also suggested a mini retreat where each board member would report on topics such as: understanding your work style and how to interact with others; how to deal with problems constructively; recognizing and preventing burnout, etc.

### **Membership-Connie Hampton**

Connie suggested looking into selling tee shirts, visors or baseball caps with VGWC logo. She is also going to be meeting with Branch leaders to build bridges and follow up on membership in the branches. As a brilliant marketing challenge she passed out folders with 3 membership forms to each BOD present and asked them to get 3 new club members by the next meeting.

Laura mentioned that she has a binder with every member's information that can be used to see what interests each has and where they might be placed to their advantage.

### **Publicity-Joan Neumann**

Role of Publicity and Club Support:

\*Update website-Cindy Davenport will upload info to the new website, once installed

\*Take pictures at club events-Cindy Renner has been recruited to help with this.

\*Create event flyers to insert into VG Voice Newsletter, Beacon, Picket Fence, etc.

It was mentioned by Laura, that this is a huge job and Joan should not be called upon for small jobs that can be done by project chairs, branch leaders, etc. Let her energy be spent on only doing those things that need a PR expert.

### Other Business:

Fundraising and Corporate Sponsorships-Bonnie raised the discussion of whether or not we wanted to look at acquiring large corporate sponsorships for our Special Events. If successful, this could bring in greater resources for our charities. Linda, Rosalene and Bonnie are talking with resident Steve Tanzer about leading a training for our BOD on how to be successful with such fundraising. The board was unanimous in their support and said they would attend such a workshop and work on getting sponsorships.

Linda Holmes was asked to look into the price of acquiring a Square Machine that will allow our club to take credit cards at particular events. Even though we would need to pay bank fees in accepting credit cards, it would make it more convenient for many and people tend to spend more when allowed to use credit.

Laura explained money flow to clubhouse and VGWC. When people pay for an event such as a luncheon that is run by the clubhouse or Vine Café-they pay the clubhouse directly. This money does not go through the Women's Club. Refunds or exchanges are generally not able to be allowed because the restaurant, etc. has laid out money for food, etc. Checks or payments are made out directly to the VGWC for particular fundraisers, trips, etc, planned and implemented by club leadership. This will be an especially challenging scenario for cruise week where the Vine will make all arrangements for and take payment for all meals and food service events, while the club will take payment for all gaming and certain entertainment venues.

Laura reiterated that the membership list contains private information and for BOD members only to view in placing members in appropriate groups or seeing their volunteer preferences. These lists are not to be shared with anyone else. Names and their contact info can be handwritten and given to a committee leader if the member has requested to be on such committee.

Susan suggested that all Bod members write out their monthly report and turn it in to the Sec'y at the conclusion of the meeting for improving minutes accuracy and making the job easier for the sec'y. Bravo....Brilliant idea.  
Officer terms was tabled to the July Meeting.

Very Respectfully Submitted

Bonnie Friedman