

**VICTORIA GARDENS WOMEN'S CLUB  
MEETING MINUTES DECEMBER 2, 2021**

Members in attendance: Laura Blackburn, President; Bonnie Friedman, Vice President; Barbara Solis, Treasurer; and Directors: Linda Holmes, Rosie McKenna, Lynn Reim, Susan McMahon, Joan Neumann, Ellen Haynes, and Darlene Cross, Secretary.

Treasurer's and Secretary's Reports were noted and approved respectfully.

**TODAY'S MEETING DISCUSSION TOPICS**

**Charities Budget:** Susan reviewed the charity budget for 2022; plus, she presented us with detailed information regarding the charity budget. Susan suggested purchase of robotic pets for the Council on Aging. That was agreed upon by all present.

**The Stetson Latinos Studies Fund:** was discussed and agreed the request was a bit high for our club. It was recommended that we start simple. An alumni funded it last year. Possibly, request transcript and letter from students. An appealing factor is the vetting has been done by the college. It was asked if students have any other avenues for assistance which Susan will look into. It was agreed to table the discussion and obtain more data before proceeding.

**Cruise Week Registration:** Bonnie is busy working thru the details for registration for cruise week events. Registration will open the week after the Gala in January. Laura will add a tab which includes purchasing capabilities for the various events. The website will include "out of stock" to prevent overbooking. Bonnie is researching Mahjong sponsorship tiers for the cruise week.

**December Luncheon Status:** Laura advised us that 128 tickets were sold. Lynn let us know that Nancy Maynard will play piano. Vendors will be set up in the hallway and lanai; they will do so in advance. The doors will open at 11:15. Raffle tickets will be sold for the 50/50.

**Bake Sale:** Laura let us know that there will be another bake sale in the Spring. Maureen Hirten will oversee it, and it was agreed that we will support it by providing baked goods.

**Custom Sticky Notes:** Laura discussed customized sticky notes. She has purchased them, and we will begin using them at the December luncheon. Everyone agreed it is a great idea and will help further name recognition of the club.

**New Raffle Ticket Proposal:** Lynn suggested changing them to have a value of \$5.00 each. It was agreed to leave them as is until fall.

**Tribute Card Promotion:** Laura and Bonnie recommended that we all promote the tribute cards. Also, it was suggested that branch leaders educate members about this new offering. To date, 47 cards have been sold.

**Charitable Sponsorship Tiers:** Bonnie and Laura have established a naming convention for the tiers and the next step will be creating a presence on the website.

**Mug Order:** Laura informed us that we are running out and will re-order.

**Karla's tribute:** Laura recommended a plaque for Karla's excellent service to the VGWC. Plus, we will need to schedule a time for the presentation.

**"Moment of Recognition" Nomination:** Rebecca Carpenter was nominated for December.

**President's Statement:** Laura discussed the financial reports and will have the summary statement posted to the website. Laura mentioned that we all need to educate members about our charity giving and we agreed. Laura suggested that we begin using the fundraising budget rather than it remain sitting in the bank. It was agreed to give the staff at the Vine a Christmas gift. Barbara will issue the checks. The Giving Tree had an excellent response; gifts can be dropped off at the clubhouse on the 15<sup>th</sup> and 16<sup>th</sup>.

**The Shredding and Food Drive event** will be held in the clubhouse parking lot January 22<sup>nd</sup> from 9 to 1. The Shredding company will donate use of their truck for the event.

### Directors' Reports

#### Programming Committee – Lynn's Report

December 8<sup>th</sup> Holiday Luncheon: 125 attendees (74 Beef and 51 Lasagna)

- Room Set-Up: 17 dining tables and Grand Piano.
- Vendor Set-Up: The 3 vendors will be set up in the hallway leading to the café 6 foot tables and 2 chairs each. They will be ready to open for sales by 10:30.
- Committee Table Set-Up: The registration table, membership and the raffle ticket sales will be outside near the porch area.
- Opening Doors to Ballroom: Doors will open at 11:15 with greeters to assist with seating
- Entertainment: Handbell Chorus playing 5 songs and Nancy Maynard on piano with Maureen Dube leading a Holiday sing along.

Raffle Proposal for luncheons.

Dates for trips to Mount Dora are Wednesday, March 23<sup>rd</sup> & Thursday March 24<sup>th</sup>. Put save the date in newsletter.

#### Charitable Action Committee – Susan's Report

**Annual Giving Tree** – We are on track to donate gifts to 298 recipients this year. This is more than double what was donated last year. We have a few tags remaining and encourage everyone to participate and make someone's holiday season special. Gifts should be returned to the clubhouse on December 15 or 16 from 9:00 – 12:00. Gifts will be delivered to agencies on Friday, 12/17. Agencies

benefiting this year are Visitation House, Rose Manor, Family Renew, Volusia County Council on Aging, Neighborhood Center, Foster Children and Community Partnership for Children.

**Non-Perishable Food Drive and Shred Event:** this event is scheduled for January 22, 9:00 – 1:00 at the Clubhouse parking lot. Open to the entire community. Residents are encouraged to bring non-perishable food items with them when they come with their documents to Shred. We have 3 local businesses covering the expense of the Shred truck and food will benefit Neighborhood Center Food Pantry.

**The Branch Collection process** is going great. We now have ready supplies of shampoo, deodorant, pet food, and paper products. We have purchased additional shelving for the storage unit to keep these items. Thanks to all members who have donated in-kind items. We will continue these donations January – May with 4 branches assigned each month to donate particular items. We did not collect in December given other holiday giving events.

**A Giving Budget** is now under consideration, providing guidance on amounts to be allocated to each of our designated agencies. Throughout the year the club sets aside funds for charitable donation raised during our annual fundraising events. The Board of Directors is now considering how best to distribute these funds across our areas of focus, Families in Transition, Focus on Seniors, Children/Education and Scholarship Fund.

### **Publicity Committee – Joan’s Report**

**The following items have been created by Joan:**

- December Lunch flyer.
- Charity Gala Registration flyer.
- Tribute Cards Member Recognition Certificate.
- Member Recognition Information for the Website.

**The Giving Tree flyers update:** Joan worked with Cheryl Sullivan and Susan McMahon to ensure they had everything they needed.

**Facebook updates:**

- Joan researched the Facebook pages for Victoria Park and Victoria Gardens and found out that Justine Tucker, Victoria Park and Evelyn Rosa, Victoria Gardens control the pages. Both Justine and Evelyn are the only ones that post anything on the websites.
- The Victoria Park Facebook page was created to help stay in touch with residents during COVID. The Victoria Park website will not be active much longer, as the need has diminished.
- Evelyn indicated that we could promote the vgwc.org website on the VG Facebook page. I asked Evelyn to place our website information onto the Facebook page.

### **Friendship Branches Committee – Ellen’s Report**

- The Friendship Branches Memberships are growing on a consistent basis. Our committee will be meeting to discuss adding another Branch and recruiting new Leadership.
- Applications are coming in via paper and the VGWC website. We are working with Laura to streamline the website application process.

- The Branches December get-togethers are well under way and feedback from both Leadership and Membership has been very positive. New friendships are being formed and fun is being had by all.
- A protocol has been established that: when a Branch has a month of In-Kind donations the \$5.00 donation will be waived.

### **Membership Committee – Connie’s Report**

- Membership committee continues efforts to increase membership.
- Maureen Hirten has joined the membership committee.
- One of Membership committees’ missions: Make every meeting a good experience for all.
- T-shirt sale update: 18 have been sold to-date and they will continue to be offered at each meeting and they are available for sale on the VGWC website.
- Moments of Recognition continues to be worked on.

### **Special Events Committee – Linda’s Report**

Suggested process for the Gala Registration:

- Begin with on-line sales only: December 13th for 1st Class. Then start on December 14th for General Admission.
- Once we see a slowing/stopping of sales, then change it to Registration at the Resident Services Desk only, for the remaining reservations. A statement could be posted on the website, redirecting people to go to the Resident Service Desk to purchase the few remaining reservations, a flyer could go out stating the same, and a blast to members as well.

Trying to juggle 60 First Class Admission and 180 General Admission reservations, selling simultaneously, could lead to selling more seats than we have in each category, even with our best efforts to control this.

Laura...is this doable for you on the website?