

**Day of Meeting:** Monday, April 13, 2015 - 6:30pm

**Approved by (initials):** JG, DD, JH, JK, RB, KEW, RE, KV, TNT, CW

Board Development

- No updates.

Programming

- Update in text

Operations

- Update in text

Communications

- Update in text

Other

- 4/9/15 Conference Core Committee Meeting Notes
  - Programming Committee got 9 proposals. (Kyra Freestar is one and it's probably a yes.) Final program will be combo of these received proposals, and some to be searched out, for a total of 12.
  - Creating different tracks: (1) skills; (2) business; unsure yet what (3) or (4) would be
  - Sponsorship goal: decided on \$20,000; Goal for fundraising \$25,200; Estimated expenses: \$16,900. Amanda has met with her volunteers twice. They're finishing up the copy and will have it to her by Thursday. Then Andie can work her magic and turn them into a nice set of PDF fliers. Then outreach will begin in earnest!
  - Catering: Pm is going back and forth with two caterers. Will hire one or the other shortly.
  - Brown Paper Ticket site is coming along well. We will open registration on April 30. We will go into major promo mode (tweets, Facebook posts, and info on the Guild website) once registration opens.
  - Games? Do we want a Spelling Bee or some other event. WDE suggested we have a 6-word-novel competition.
  - QUESTIONS for the GUILD BOARD:
    - ♣ Will Rebecca be delivering opening remarks? Closing remarks?
    - ♣ Awards? Will we be honoring a Guild member like we did in 2013 (Kyra)? Who determine this?
    - ♣ Honors? Anyone else to be acknowledged?

Agenda: Editors Guild Board Meeting

Date and Time: April 13, 2015, 6:30 - 8:30 p.m.

Started late at 6:46 with everyone but Cynthia, Tamara, and Rebecca (who was running late) Location: Victrola (confirmed)

6:30 Preliminaries (15 minutes)

- Call to order
- Vote to approve consent agenda
- Anything else for the discussion tonight?

6:45 Prior Action Items (30 minutes)

- Review action items not covered in consent agenda from prior meeting:
- Membership rate survey--we had talked about getting that out by April 1; perhaps we can send it at the end of April instead? Should still give us enough time to process the data by September State of the Guild.
- Update on the Conference from Rich - Closing in on caterer. We currently have nine proposals for speakers at the conference, but want twelve. Program committee needs to reach out directly to people we're interested in having speak, and so we can build up the different tracks. Amanda has met volunteers

for sponsorship and set goals. Andie has worked up brochures. Registration opens in April. Please send any additional proposals for conference topics to Roberta.

- Regarding Conference Tracks – We might be needing more proposals to fill out the various tracks. Round up people to help fill out the program, call in the advisory committee for this. (Jen H will suggest this to them.)
- Current Proposals Include:
  - Delivering Difficult Feedback
  - Academic Editing with Scholars
  - World-Building and Happily Ever Afters: Editors Explore Genre Fiction (panel) Freelance Pricing Strategies
  - This Is Not a Marketing Session
  - Literary Citizenship and Building Authentic Audiences Editing Text Tables and Figures
  - Triage Editing
  - Working with Self-Publishers
  - The Overworked Freelancer: Striving for Work/Life Balance Building Your Own Business in Down-Time
  - Ebook Conversion
- We might be missing something on building business clients? That's something we've discussed wanting to focus on more in the past.
- Social Game at the End of Conference - Last time we did a spelling bee, perhaps some other kind of editing-related social game? Copy editing test? Guess the etymology of a word? Unanimous yes to some kind of social game, no decision on exactly what.
- Opening and closing remarks – We asked Rebecca if she would like to do this, and she would love to do an opening, but would like to write the remarks at the very least and maybe present them, but would prefer to have a back-up person ready in case of not being available (which sounds likely due to personal situation). We definitely want a board presence at beginning and end to talk up membership and the organization. We'd like another board member to do the closing, but have not yet decided who.
- Biannual Award to Deliver at Conference – Last Conference we gave an award to Kyra for all her hard work, and we'd like to do something similar again. This would be an award given out to a guild member who has done a lot in the field. If this becomes an ongoing thing (which it seems like it should) we could ask the previous winner for their input.
- There will be a Walkthrough of Venue by Conference Committee on Wednesday, May 6, 1:30pm, if people are interested in joining in on that.
- Member Rates Survey – Looks like we've missed it for this year, so we'd like to start with the Member Services Survey next year (2016), coming out of the Member Services Task Force, and then plan to do the Rates survey in 2017. This was generally agreed upon. The task force could also be a good way to work on board development. We also discussed the possibility of basing our 2017 rates survey on the EFA survey, particularly if they've updated their info with a new survey by then. Whoever writes the survey will need to send it to the board so that we can check it over and make sure it's cleaned up neatly and approved.

#### 7:15 Current Action Items (15 minutes)

- We need to determine a board contact person for Toddie (so she isn't flooded with communications from all of us). Anyone willing to do that? (David would be happy to continue in this role unless someone else is eager to take it over.)
- David will continue being the direct conduit to Toddie - he will gather a package of things to put to her, and then send. Jen G as secretary / communications, will serve as another point of contact when it's reasonable, and she can also make updates to website directly when needed.
- Class Offerings (Rob):

- Talked to Jason Black and Mary Colleen – potential teachers that he's spoken with are not all that thrilled with something that would take ten weeks and a lot of corrections/back and forth, and there' s already some good basic classes in some things, less in things like tech editing, fiction, etc. Thinking of talking to programming committee about getting a small group of advisors for each subject, small number of core competencies and each teacher teach a module so that it' s less strenuous and overwhelming. Probably pushed away to a non-conference year.
- Bill Thorness approached Rebecca and is interested in teaching the Word for Editors class for the guild, one-off and stipend. We' d have to rent a computer lab to do his course. Possibly do the computer lab at Cornish, as we have rented that before, or North Seattle Community College.
  - It was agreed that the Programs Committee should investigate Bill Thorness' s class maybe next year.

#### Skipped Break in lieu of looking at Finance Stuff

- Leave out six months of operating expenses and then move the rest into safe and sensible financing, already spoke with Paula at Edward Jones re: this. Looked at existing finances provided by Rob and approved.
- Prices for conference - Early-Bird: 100, 130 non-member, Regular: 130, 160 non (Early Bird ends in July)

#### 7:40 Discussions

- (Please include estimated discussion time with each item)
- Guild class offerings update. (5 minutes, covered prior to the financing stuff)
- Parking Lot featured item: New Website! Discuss timeline, budget we' d feel comfortable with for a web dev, functional priorities (like responsive, rolling memberships, payment integrations, etc.) (15 minutes)
- New Website Discussion
  - Domain registration and hosting are handled through Erik the web guy currently, but we haven' t been billed by him in over a year and cannot contact him. We can take responsibility and be more hands-on about this. So that' s the main motivation behind website changes. Also we could use responsive website for mobile, more accessible for the communications committee, etc. What we' re talking about tonight: general timeline, general budget, priorities on top of list to make sure we handle.
  - We have pulled a backup on the website, but we can' t find the hosting info.
  - Unless we can get hold of Erik, Toddie needs to be the one to take back the domain name, because she' s listed as the owner.
  - It would be good to have a local, professional web developer who is local who we can have jump in to fix things that break or deal with problems. We' d like to get a short list together of recommendations and then the board can choose one from that.
  - We will then proceed with one or two people who do posting (owned by Communications Committee, passwords shared with the President, etc), and then the web-dev who assists with higher level stuff.
  - Steps:
    - ♣ If you have a WordPress developer you have experience with and would recommend, please send the info on that person to Jen G. Please get name suggestions to her by end of the month (April). Looking for someone willing to be available ongoing on an as-needed basis.
    - ♣ Please also submit to Jen G any suggested priorities for a website update so the board can consider them and discuss with the web developer once we have them on board.
  - Current Priorities:
    - ♣ YouTube widget / archive for past meetings and stuff.

- ♣ Feed stuff into job-board – have Toddie manually crosspost things if she's open to it
- Pricing:
  - ♣ Based on Rebecca's experience the board estimates that it should take \$2500 for a web developer to put together together a cart system, rolling memberships and theme updates and so on. The board unanimously approved adding this estimate to the budget for this year.
- Domain:
  - ♣ Rob asked for password, but they won't give him anything to him, only to Toddie, and only once they have proof of ID from her. Because of the level of ID they require, we're going to try once more to contact Erik - Jen G will check in with Elisabeth Rinaldi to try to get his contact info and try once more to contact him, telling him that we'll be moving our site and taking over control of it if there's anything he can help with on that front we would appreciate. (Note from Jen G while putting notes together: Did this and waiting for reply!) We will give him until the end of the month to get back to us. If we have nothing from him by end of month, we can move ahead with asking Toddie to gather the stuff that she needs to prove her contact at the domain.
  - We are hoping to debut the new website at the conference, though we are not certain that will be possible. The executive committee will check in at the May meeting for next steps.
- Jen H: For the May 11th member meeting, there will be a presentation by Kyra Freestar's mother on handling difficult communications. Cynthia will help role-play the situations. Please send to Cynthia ideas of nightmare communications that you've had problems with. That's for the May 11th meeting.
- Suggestions for July member meeting: Something fiction-based? Representatives from presses? Lots of non-fiction stuff around here. Dock Street Press, Chin Music Press, Amazon obviously, Pink Fish. Or just local publishing in general, with Sasquatch and Mountaineers and UW press? Or something from the technical editors? What does the publishing scene look like in Seattle? No solid decision was reached, but the publisher idea seemed to generally be popular.

8:15 Closing items and adjournment (15 minutes)

Date and time of next meeting: June 8, 2015, 6:30 - 8:30 p.m.

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