

Board Meeting Notes 6/9/14

Day of Meeting: Monday, June 9, 2014 □ 7:00pm

Northwest Independent Editors Guild Board

Meeting Monday, June 9, 2014, 7–9 p.m. 843 Hiawatha Place South at Artspace Hiawatha Lofts Community Room

Present: Rebecca Brinson, Waverly Fitzgerald, Jennifer Hager, Rich Isaac, Tamara Neely □ Tinney, Andie Ptak, Elisabeth Rinaldi.
Guest: Julie Van Pelt.

Absent: David Downing, Betty Shapiro, and Amanda Vail could not attend.

Purple/bold = someone has taken ownership of task and will follow through. **Green/bold** = task has not been claimed/need someone to follow through.

Special Guest Discussion We were thrilled to welcome Guild member **Julie Van Pelt** who joined us to discuss her proposed mentoring program for the Guild.

Guild members will be polled to see who's interested in a mentoring program, with a description of what that mentoring could constitute. If enough Guild members express interest, Julie will ask potential Guild mentors for descriptions of their interests/backgrounds/specialties as well as solicit mentees, then match mentor and mentees. She will prepare a one-page primer for "how to be a mentor" and "how to be a mentee," including tips and resources. For reporting and evaluating, Julie will check in with mentors/mentees in the first year to track how things are going. Julie will provide this feedback quarterly to the board/board liaison. At the end of year 1, Julie will report formally to the Guild board/board liaison. Julie is committing to the mentoring for the period of one year, with her continued facilitation to be assessed

at the end of that year.

Once the program is set in motion, the **programming committee** will create a description of the program, including the one-page primers for being a mentor/mentee, to be placed on the website. Rich suggests giving mentors a form on which to document/track their effort and interaction.

The Board wholeheartedly approved of Julie's proposal. We all thanked Julie for the time and thought she put into creating the basis for this program. We're excited about her moving ahead and the wonderful contribution this will be to the Guild's continued growth and success.

Prior Action Items Review Communications committee:
Elisabeth still needs to contact Erik the Developer, about fixes to the

website; still working on comprehensive Guild Communications Plan.

Action Items

Board Development: the Board personal survey has been sent; please complete by the end of June.

Recruitment for 2015 board to begin late June. **Tamara** announced that there will be a Board recruitment happy hour on June 26 (6-8 pm) at Local 360 in Belltown. This is intended as an

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information session for Guild members who may be interested in joining the board.

Rate Survey: **Tamara** will complete the analysis of the rate survey this week, and she will send it to the Board members for review/approval before sending to Toddie for posting on the members' section of the website. Jenn will find two member

volunteers to **proofread** the report.

Once the rate survey documentation is available, we will review it in detail to determine how we may be able to use it (in part or whole) as a marketing tool or for purposes other than just information for members. At the August board meeting, we'll discuss whether anything in the report would be valuable to pass on to clients.

As part of the discussion about the rate survey, Tamara noted the importance of creating an editorial calendar/schedule for any future surveys so that, even with a change of guard on the Board, items such as these will have continuity and remain on schedule.

We discussed creating member surveys that would provide more information than just rates (possibly meeting topics, needs, etc.) But this was exploratory; we didn't decide anything. Waverly pointed out that members deserve some action and/or report back afterwards.

Brochure copy is in the works.

Conference Coordinator: We've received one resume. The deadline was extended until June 15 to see if there are any other applicants. David Wagner (Elizabeth Johnson's friend) is interested, also someone Sherri knows, also a woman at PNWA.

Elisabeth and Rich will proof the PNWA conference program for in-kind trade with PNWA.

Cash reserves and investment policy: Rebecca spoke with Paula Fedirchuk, of Edmund Jones, (referral from Sherri Schultz) about creating an investment policy for the Guild. An interesting item that came up during their conversation was to create a pooled 401K for members. But they agreed that the guild needs to come up with an investment policy first. **Rebecca** will continue to follow-up on this item.

Discussion

Volunteer program: Jenn provided a thoughtful questionnaire to get us to think about how best we can engage member volunteers. She is looking for concrete feedback from each committee for how they would like to include volunteers in the work they're doing. Andie noted that she has started working with Teresa Meek, who had indicated an interest in volunteering in a marketing capacity, on brochure copy. We should also ensure that we make better use of the documentation we already have about members who have indicated an interest in volunteering, rather than sending requests out to the message board as items arise. We should recruit volunteers to proofread the website and to tweet for the Guild.

Membership Discussion. Toddie had provided an impressive analysis of member renewals. Rebecca noted that our goal for membership income is \$10,000 and we're currently at about \$9,400. Once again, we explored the value of creating a tiered membership and how that would work; how members are currently vetted if at all; creating a rolling membership renewal. Tamara indicated that we really need to create a POP when discussing membership structure. Yes, the purpose is to grow and retain the membership, but what is the best way to do this. The thought was to look at how other similar organizations structure their membership. Does the word "Independent" in our name limit us? Perhaps we should survey members to see what their thoughts are on this. This all dovetailed into a discussion of why we don't have a dedicated membership committee. This is something we'd like to put on the agenda for our August meeting.

Location for member meetings 2015: Toddie had supplied a list of member location by city, however a list of member location by zip code would be more valuable to help determine the best locations for member meetings. We tabled this discussion until the next meeting. **Elisabeth** will ask for a listing by zip code from Toddie.

Rebecca reported that SAL will occupy a building in Pioneer Square (within a year) that will house nonprofits; we could consider being connected.

Waverly spoke with Cynthia Hartwig about doing a follow-up web class as a paid workshop. She's proposing a 3 hour workshop (\$50/person) on optimum practices for business websites, currently scheduled for Friday afternoon September 26 at School of Visual Concepts. (We will also do public vs. member pricing). Because Cynthia's presentation at the November 2013 member meeting was so popular, we feel that this paid workshop would be an excellent benefit for members. We weren't particularly sure whether a Friday afternoon/evening was the best time. Cynthia had proposed a Friday evening. **Waverly** will speak with her about doing a different day of the week (preferably Saturday).

Potluck. Member Mi Ae Lipe has volunteered the Sky Lounge in her building near Pioneer Square for the September potluck. We decided that doing a coordinated potluck with Portland and Spokane (with the state of guild being read over Skype, or something similar) was just weird. **Members in Spokane and Portland will be contacted** and invited to coordinate a potluck on the same day as the one here in Seattle. Perhaps we can offer some type of funding for them.

At the next meeting Waverly would like to do a quick overview for folks to tell them how to read a financial statement.

The next member meeting is on e-book formatting and conversion, with Guild members: Julie Klein and Marcella Van Oel, July 14 at iLeap.

Next Board meeting: August 11, 7pm - 9pm, 843 Hiawatha Place South at Artspace Hiawatha Lofts Community Room

Minutes submitted by Elisabeth Rinaldi, board secretary, June 13, 2014.

